

The NATIONAL UNDERWRITER

63rd Year No. 13

—The National Weekly Newspaper of Life Insurance—

March 28, 1959

NALU MIDYEAR MEETING

Lessening Confidence In Company Leadership Deplored By Schriver

By ROBERT B. MITCHELL

While the main emphasis at the National Assn. of Life Underwriters midyear meeting at Minneapolis was on the menace of further inflation, the apparent lessening—part of it probably undeserved—of field-force confidence in company leadership came in for some thoughtful comment from Managing Director Lester O. Schriver in the course of his report to the national council.

Referring to manifestations "which give me some concern and which I am sure have disturbed you also," Mr. Schriver said:

"While there would seem to be greater field-company cooperation than ever, there are many undercurrents which would seem to indicate that in many areas we are a house divided. Notwithstanding the mutual regard existing between NALU and LUTC, the American College, the Institute of Life Insurance, LIAMA—and the company organizations—there are undercurrents that distress me."

Led To Much Criticism

"I have attended many meetings recently and I have heard reports from other field sources which seem to me to emphasize a growing lack of confidence, or perhaps it's just dissatisfaction, in our company leadership. The chaotic group situation, the lack of general consensus on the efficacy of our minimum premium plans, and the lack of a united company front on the company income tax approach have led to much criticism—some of it unjustified."

"And I am constrained to say that it isn't good for the industry. It was Israeli who said, 'It is easier to be critical than correct.' But like Caesar's wife, let us try to be above reproach."

"This one thing I know: This temple has been built through the efforts of all segments of our institution. If through strife or blindness we pull down the pillars of the temple, we shall destroy all those who dwell therein. This is a time for statesman-

ship, for patience, for tolerance, and for cooperation at all levels."

Adon N. Smith II, Northwestern Mutual, Charlotte, N. C., reporting to the national council as chairman of the Million Dollar Round Table, reminded the group of the April 15 deadline for paying local association dues to be eligible for the 1960 Round Table.

Can't Be Member Of MDRT

Apparently referring to the recent action of the Syracuse association in barring from membership any agents who sell mutual funds, Mr. Smith pointed out that if an association forces a member to resign, he can no longer be a member of the Round Table, but if the association merely complains about a member's activities, there is nothing the MDRT can do about it. He also stated the MDRT's position on sponsoring causes or persons—which is not to do it except as such action may be taken by the parent organization, NALU.

Suzanne Audet, Prudential of England, Quebec, reported as Women's Leaders Round Table chairman. She described the work of Mrs. June Mack, who devotes part of her time at NALU headquarters to the business of WLRT.

NALU Treasurer Louis J. Grayson, Travelers, Washington, D. C., urged that NALU's surplus be boosted to at least equal half a year's expenses.

Most of the other national council actions were reported in last week's issue.

Minimum Deposit

Draft Rules Stir

Varied Reactions

NEW YORK—Reactions all the way from "death knell of financed life insurance" to "won't matter much" have resulted from the New York department's suggested rules for curbing minimum deposit abuses. The rules were printed in THE NATIONAL UNDERWRITER of last week.

The department's public hearing on the proposed rules will be held April 8 at the department's New York City office.

Those who believe that the rules, even in their present drastic form, would not matter a great deal, point out that all an agent has to do is to lead the buyer around to a bank for his first-year loan instead of having him borrow the money from the insurance company. Even though the policy has no immediate loan value, this is no concern of the bank's, since it would have deducted its first-year interest when it made the loan and could cash the policy in for at least the amount of the loan at the end of the year. This is as early as it could under the loan agreement's terms even under a high early cash value policy.

Naturally, the availability of the cash value at the end of the first year could not be made contingent on payment of the second year's premium.

It is recognized that the need of going to a bank for the initial loan would be an obstacle in many sales, but mainly these would be the smaller cases, where complaints have been most numerous that agents have sold minimum

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Discrimination Against Stock Insurers Charged At Senate Hearing On Tax Bill

WASHINGTON—The manner of arriving at "operating gains" in the pending life company tax bill was strongly criticized by Claris Adams, executive vice-president of American Life Convention, in a statement filed with the Senate finance committee at its final series of hearings on the bill.

Mr. Adams was unable to present it personally because of illness.

The operating gains provision comes in phase 2 of the bill, which taxes income not taxed under the investment income provision, phase 1. Mr. Adams said the provision is borrowed largely from the official annual statement filed with state insurance departments and on the surface it seems quite logical to use this.

Just A Solvency Test

"However, such annual statement is and only purports to be a measure of solvency for the companies, according to an agreed and tested legal standard," he said. "It was not designed for, and is not intended to be, and as a matter of fact, it is not a profit and loss statement."

Mr. Adams pointed out that the annual increase in surplus measured by the annual statement and by the bill is merely the difference between current assets and current liabilities. Yet

85% of a life company's liabilities consist of estimates of future mortality experience and investment results on contracts, many of which will run for many years. Depending on the reserve assumption, estimates of future liabilities on the same types of contracts may vary as much as 15% from one company to another.

Gain Is An Estimate

"The gain reported depends so much on estimates that the result itself is essentially an estimate," Mr. Adams emphasized, pointing out that the size of estimated liabilities varies inversely with interim gains and unless some compensation is made for this fact, the bill would result in serious discrimination.

"The point is," he said, "that the current tentative gains produced by the formula in section 809 (of the bill) bear no fixed or accurate relationship to the actual realized profits, which is the only proper and valid basis upon which to levy a corporate income tax."

Forrest G. Ray, vice-president and secretary of Guaranty Income Life of Baton Rouge, La., appeared on behalf of National Assn. of Life Companies, an organization formed a few years ago and representing some 120 smaller

(CONTINUED ON PAGE 28)

Variable Annuity Subject To SEC, High Court Rules

Decision Is 5-4; Insurers Disappointed But See Its Possible Sales Advantages

WASHINGTON—Variable annuities are subject to the federal securities acts and the regulation of Securities & Exchange Commission, the U. S. Supreme Court ruled Monday.

The 5-4 decision ended the four-year battle of Variable Annuity Life of Washington, D. C., to avoid the SEC's efforts to regulate it, a struggle in which Equity Annuity Life, also of Washington, joined as a co-defendant.

There were three opinions. The court's opinion was set forth briefly. Two new justices, Brennan and Stewart, entered separate but strongly concurring opinions. Justices Clark, Frankfurter, Harlan and Whittaker wrote a strong dissenting opinion.

No Variable Annuity Death Knell

President Robert A. Crichton of Variable Annuity Life told THE NATIONAL UNDERWRITER that while he and his associates were naturally disappointed they were by no means discouraged about the future of the variable annuity, even though it would be necessary to rearrange operations so as to operate now under federal securities controls as well as under state insurance departments.

Mr. Crichton said it is within the SEC's power to grant exemption from certain features of the investment com-

(CONTINUED ON PAGE 24)



Robert A. Crichton



J. Harry Wood, LIAMA managing director, left, and M. K. Kenny, assistant general manager and agency director Excelsior Life, at the LIAMA agency management conference in Chicago. Mr. Kenny is the new conference chairman. (Photos of Chicago meeting on page 29.)

Ordinary And Total Sales In February Hit Record Highs

HARTFORD—Total sales of \$5,053,000,000 were up 2% and ordinary of \$3,691,000,000 climbed 5%, both February records, according to LIAMA. Ordinary sales for the first two months were \$7,243,000,000, a gain of 3%, but total sales of \$9,777,000,000 were down 7%.

Group sales, which exclude additions to plans already in force, were \$831 million in February, down 11%, and for the two months were \$1,544,000,000, a drop of 38%.

Industrial sales in February were \$531 million, an increase of 7%, and for the first two months were \$990 million, up 3%.

Rebating Charged At Mich. Hearing On Dorfman License

LANSING—Alleged rebating and other irregular practices were charged this week at the start of a hearing before Commissioner Blackford at which Allen M. Dorfman, Chicago, is being challenged as to his fitness to retain a non-resident agent's license in Michigan.

Dorfman has been placing teamsters union group life business as brought out during hearings of the U. S. Senate rackets committee whose representative, Martin Uhlmann, attended the hearing to supply documents subpoenaed by that committee.

Strong, Four-Hour Session

During a stormy four-hour session, Dorfman's counsel, Stanford Clinton, claimed the Michigan charges against his client were part of a nationwide pattern of "attack on the teamsters" that had been "incited and excited" by the McClellan committee's counsel, Robert Kennedy. He asked unsuccessfully that Commissioner Blackford disqualify himself in conduct of the hearing and that Chief Justice Dethmers of the Michigan supreme court be permitted to name a hearing examiner. Mr. Clinton claimed Dorfman could not expect fair treatment from Mr. Blackford who helped conduct the pre-hearing investigation. Mr. Blackford said he will make no determination in the case until the hearing is completed and adjournment was taken until April 21, automatically leaving Dorfman unlicensed in Michigan after March 31 when his present authorization expires.

Rebated Through Free Coverage

Myron A. McMillan, assistant attorney general, aired several of the department's charges but they were incompletely argued or documented prior to adjournment. Among them was the accusation that Dorfman gave the equivalent of rebates by providing free insurance for 13 individuals, paying their full premiums out of premiums collected from other teamster members covered under group contracts. Among those favored, he said, were James Hoffa, teamster president, and two other Detroiters, Frank and Gary Fitzsimmons. Hoffa's \$50,000 pol-

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Lewis C. Sprague, vice-president and manager of agencies of Provident Mutual, left, presents Philip Amin of the New York-Zeigen agency with man of the year plaque for record production during 1958. Presentation was made at a dinner in Mr. Amin's honor at the Hotel Pierre, New York.



THE NATIONAL UNDERWRITER, Life Insurance Edition. Published weekly by the National Underwriter Company, Office of Publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. 63rd year, No. 13, Saturday, March 28, 1959. \$7.50 per year (3 years \$20); Canada \$8.50 per year (3 years, \$23); Foreign \$9 per year (3 years \$24.50). 30 cents per copy, back copies 50 cents. Entered as second-class matter June 8, 1900, at the post office at Chicago, Ill., under Act of March 3, 1879.

Despite Flaws, Agent's Job A Good Career For Young Man, Says Anchell

With all its admitted drawbacks, life insurance selling as a career has improved greatly in the last generation and is a good career for one's son, if he has aptitude for it, said Charles Anchell, New York Life agent and president of New York City Life Underwriters Assn., at the agents forum during the NALU midyear in Minneapolis. Because of his own experience as an agent and because his father was a career agent, Mr. Anchell was able to cite first-hand evidence of how the business has improved in the last 30 years or so. Following is an abridged version of his talk:

As some of you may know, I am the second member of a three-generation family of life insurance salesmen. My father was an agent and my son is an agent. But that fact does not mean that I think I can give an easy or a whole-hearted, unqualified "yes" to the question before our panel today.

My own father actively opposed my entry into the life insurance business. And, during my own son's childhood, when people asked me if I wanted him to go into life insurance, I had to answer, like Franklin Roosevelt,

Louisville Sales Congress Is Scheduled For April 3

The annual Louisville sales congress, to be conducted by Louisville Assn. of Life Underwriters April 3, will be condensed into an afternoon session instead of the usual all-day meeting.

The conclave will open with a luncheon at which William H. Andrews Jr., manager at Greensboro, N. C., of Jefferson Standard Life, will speak on "Blueprint for Future Growth." Other speakers and their subjects will be J. Donald Geiger, executive director of agencies of Prudential's Jacksonville regional home office, "Secrets?" and John Utz, Kansas City Life, "The Road Ahead Wher- ever You Are."

Preceding the sales congress in the morning will be an informal panel discussion on social security and veteran's benefits.

that that was "a very iffy question". To this day I don't think the question is an easy one. Probably the most sensible answer for me is to say, "yes, but—" or "it depends." For the answer depends on a very great many things. Says Times Have Changed

I do think that times have changed since my father's day. Some of the objections he raised against my entering the business are not now important ones. Many of them no longer exist at all.

It is a natural feeling for most fathers to want their sons to enter an occupation that is important—that has a high standing in the community, and carries the respect of other men. Although my father was a successful agent and believed I could also be successful, he nevertheless resented the fact that in his day almost anyone could call himself an insurance agent though having very few qualifications for the job.

In those days—in the '20s—life insurance had a widespread reputation as the job a man went into when he had tried everything else and failed. There were no state examinations required. There was a great lack of education and training for the agent, either from his company or from schools and colleges. My father, although he was a good agent, really didn't believe that he had any professional standing.

Politicians' Policy Shower Parties

I'm sure that some of you here can remember what it was like in those days. It was common thing for a defeated or retiring politician, for instance, to connect himself as an agent with some company or other for a few days. Then his cronies and political debtors would give him a testimonial dinner. At the dinner everyone would sign up for a certain amount of life insurance as a way of providing a gift for the guest of honor. Practices like that degraded the serious insurance man. And the job turnover was tremendous.

After my father died in 1928 I turned to life insurance, myself. I was given a rate book, some applications, and told to go out and sell. I began to realize why my father had tried to discourage me from following his footsteps.

We know that today such conditions no longer exist. We know that life insurance selling has truly become a profession, one which demands constant study and the mastery of a large body of knowledge, particularly in matters of human needs, of finance and taxes.

'Everybody' Can't Be An Agent

We know that it is no longer possible for "everybody" to become a life insurance agent. Most companies today are not willing to put up with the half-hearted failure who can sell only to his relatives or to those who feel they owe him support.

Today's young man has to work harder to get to be an agent. As an agent he enjoys the respect of his neighbors and his community. Not too many years ago he had only his rate book to help him find his way. Today the average insurance salesman starts out with his rate book and about 100 pounds of sales aid equipment. He knows that he has a greater chance of

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Dean And Ecker Are Added To Insurance Hall Of Fame

COLUMBUS—Alfred F. Dean, pioneer in scientific fire rating, and Frederick H. Ecker, now honorary board chairman of Metropolitan Life and responsible for many innovations in the life insurance business, became the sixth and seventh members of the Insurance Hall of Fame during the induction ceremonies held at Ohio State University in conjunction with the university's annual insurance conference.

Russell B. Hobbs, former manager of Western Actuarial Bureau who retired several years ago, represented Mr. Dean. Mr. Ecker, who was unable to reach Columbus because of inclement weather which grounded his plane, was represented by Milton O. Culpepper, superintendent of agencies of Metropolitan Life. Novice G. Fawcett president of the university, presented the silver medals emblematic of membership in the Hall of Fame.

Includes Many Famous Names

The Hall of Fame which has previously included the names of Benjamin Franklin, Elizur Wright, Solomon S. Huebner, Charles E. Hughes and Ralph H. Blanchard, is sponsored by the university and the Charles W. Griffith memorial foundation for insurance education at Ohio State University. Its purpose is to honor outstanding contributors to insurance thought and practice on the North American continent. The persons elected to membership are accorded this honor because of significant innovations in insurance.

Milton L. Landis, Central Mutual of

(CONTINUED ON PAGE 30)

LAA North Central Round Table Set For April 16-17

"The Life Advertiser—Architect of Sales" is the program theme of the North Central Round Table of Life Insurance Advertisers Assn., April 16-17 at the Netherland-Hilton Hotel, Cincinnati.

Principal speakers will be Robert E. Templin, agency vice-president of Northwestern Mutual, who will talk on education, and William T. Earls, Mutual Benefit Life general agent at Cincinnati, who will discuss the MDRT man. LAA President Edwin P. Leader, Bankers Life of Iowa, will also speak.

A series of panel discussions on stimulation, action, liaison, education and service will be held. Panels and participants will be: Stimulation—Frank Elston, Washington National; Thomas Brown, Farm Bureau; Carol Scott, General American, and Kenneth Rutland, Ohio National Life; Liaison—Gene Williamson, Union Central, and others to be announced; Service—Ronald Jones, Kansas City Life, William O'Brien, Standard Life of Indiana; James Wavada, Business Men's Assurance; and Donald Clark, Security Mutual Life of Nebraska; and Action—John Currier, Ohio State Life, and others to be announced.

Samuel J. Osborn, Ohio National Life, is chairman of the event.

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BEHIND THE NYLIC AGENT...



*A complete line of
modern products to
give him greater
sales potential!*

To meet the demands of today's expanded, diversified insurance market, New York Life's complete modern line gives the Nylic Agent a plan for every prospect—whether his client wants Ordinary Life, A & S; Individual or Group. No wonder why, year after year, more Nylic Agents qualify for membership in the Million Dollar Round Table than do agents of any other company!

Among the newest additions to New York Life's line are:

Family Endowment Plan — Insures entire family in one policy—then pays Father an endowment at age 65. The *one* premium can be paid monthly or by Check-O-Matic—the

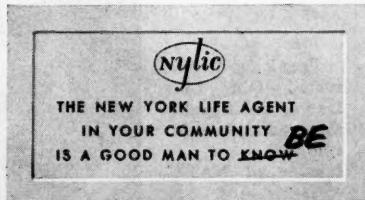
automatic premium-paying method.

Assured Accumulator—Provides immediate life insurance protection combined with long range accumulation of money and four optional privileges to fit the future.

Employee Protection Plans—Now include Major Medical protection along with Life, A & S and Hospital coverages for firms with from 5 to 50 employees.

Accident & Sickness Policies — Include the modern Income Protector Plans that pay an income when disabling injury or illness prevents wage earner from working. All are non-cancellable and guaranteed renewable to age 65 for men—age 60 for women.

*Modern products...
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A MUTUAL COMPANY FOUNDED IN 1845

Life Insurance • Group Insurance • Annuities
Accident & Sickness Insurance • Pension Plans

Informal Photos Of Leading Personalities At NALU Midyear



NALU Trustee candidate A. J. Halloran, Baltimore Life, Williamsport, Pa., flanked by his campaign manager, Hunter Hammill (left), Phoenix Mutual, Philadelphia, and Paul J. Murphy, Baltimore Life, Baltimore.



NALU Trustee Robert S. Clayton, Liberty National Life, Mobile; Ruth Barringer, managing director Detroit association, and Maxwell L. Hoffman, NALU associate managing director.



At the head table of the NALU-LUTC luncheon at the NALU midyear meeting in Minneapolis: President Oren Pritchard of NALU, Maxwell Hoffman, associate managing director of NALU and treasurer of LUTC, and Lester O. Schriver, NALU managing director and LUTC trustee.

Three members of the nominating committee were present: from left, Philip A. Hoche, Kansas City Life, Orlando, chairman; Neil F. Burns, New England Life, Birmingham, and Frank Howland, Massachusetts Mutual, Detroit.



Quartet at the NALU-LUTC luncheon during the Minneapolis midyear meeting of NALU: George Murnane, Provident Mutual, Minneapolis LUTC chairman; Walter G. Gastil, Connecticut General, Los Angeles, chairman of General Agents & Managers Conference; William H. Andrews, Jefferson Standard Life, Greensboro, N. C., president of American Society of CLU, and Ernest McClure, Continental Assurance, Kansas City, recently elected trustee of LUTC.



Chairman William Pryor of the field practices committee with Frank Akers, Prudential, Atlanta, chairman of the subcommittee on special inducement policies. Mr. Pryor is an agent of Connecticut Mutual at Wauwatosa, Wis.



At the Wisconsin association's party in honor of NALU Trustee Frank G. McNamara, Old Line Life, Waukesha, Wis., Florence McConnell, Galesburg, Ill., and NALU Past President Albert C. Adams, Philadelphia, both with John Hancock.



Snapped at the Wisconsin association party: Joseph Davis, Home Life of New York, Detroit; Mrs. Oren Pritchard and President Oren Pritchard of NALU.

Frank G. McNamara, Old Line Life, Waukesha, Wis., candidate for reelection as a trustee of NALU, with Mr. and Mrs. A. Jack Nussbaum. Mr. Nussbaum, a past president of NALU, is an agent of Massachusetts Mutual in Milwaukee.



MUTUAL BENEFIT LIFE GA CONFERENCE**Challenge, Follow-Up, Faith In Agents
Made Murrell Agency Company's Leader**

"The most powerful influence of all in lifting men to higher production in our agency has been the effect of one man on another," Thomas G. Murrell, of the Murrell Brothers agency, Los Angeles, told the Mutual Benefit Life general agents association annual meet-

ing at the Boca Raton (Fla.) Club. Mr. Murrell is president of the association.

"One of our newer agents saw others qualify for the Million Dollar Round Table," said Mr. Murrell. "This young agent thought he was as good

as the qualifiers, so he did it too. His wife and son came in and witnessed the praise heaped upon the young agent. Will he repeat? Of course. This same procedure has been repeated over and over again in our agency."

Mr. Murrell and his brother Weymouth operate the Los Angeles agency—company leader in 1958 with a production of \$25 million.

Believe In Recruit's Potential

"We believe every new man can be a member of the MDRT or a general

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**WE'RE WOOING
THE WOMEN'S MARKET**

Perhaps we should say we're **WOWING** the ladies with brand new, realistic insurance

coverage designed to keep pace with the increasing importance women play in our business economy. Working women have begun to realize the facts. More of them are interested in providing themselves with adequate coverage. Many have been deterred by high premium costs.

For years the life insurance industry has recognized that the mortality on women was much more favorable than for men, but no one has done a thing about it . . . until now!

Security Mutual's new 1600 series has changed all that. Here's a group of policies that recognizes the need . . . coverages that fit requirements perfectly . . . insurance that our average working women can afford . . . and will want!

That's why we say, "We're wooing the women's market." We've *done* something about it. For example, in Security Mutual's new series of life insurance plans, we calculate premium rates for women *3 years younger than actual age!* And that means business.

Security Mutual coverage is what you'll need to win your share of it.

*Hadn't you better contact your
Security Mutual General Agent today?*



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Richard E. Pille, President.
Harland L. Knight, Agency Vice President.

Your Security our Mutual responsibility

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**Block, Huber Win
Individual Honors
In Mutual Benefit**

Seymour Block of the Nashem agency in New York City led Mutual



Seymour Block



Melvyn J. Huber

Benefit Life in 1958 in sales and first-year commissions for the second consecutive year. He joined the agency in 1950 after 11 years in professional baseball. Beginning with his second year as a full-time agent he has always sold at least a million a year. He is president and a life member of National Associates, Mutual Benefit's top production club.

Melvyn J. Huber of the Solomon Huber agency in New York City, won the "builder award," presented annually to the supervisor deemed to have done the most outstanding job among all supervisors.

Had Practiced Law

Prior to becoming a supervisor, Mr. Huber practiced law, specializing in estates, wills, trusts, taxes and corporations and partnerships. His development of new agents was cited as outstanding. Two men in his unit in their second calendar year each paid for over \$1 million in Mutual Benefit in 1958. Four qualified for the Squab Club, the honor organization for top-earning new agents.

Mr. Huber has lectured before numerous business and professional groups including the Tax Workshop School and the Practicing Law Institute and has written for various periodicals, texts and tax services. His latest article, "Life Insurance in Estate Planning," appeared in the January issue of "The Practical Lawyer."

Offers To Buy Cumberland Stock At 85 Cents On Dollar

LOUISVILLE—John D. MacArthur, president Bankers Life & Casualty, who took over management last August of Cumberland Associates of Louisville, has offered to buy all outstanding stock at 85 cents on the dollar. It is Mr. MacArthur's position that 15 cents went to selling expenses of the original stock. Cumberland Associates was formed in 1956 as a holding company to buy life insurers. It secured 53% of International Life of Austin in 1957.

Here's PROOF OF PROGRESS
SUN LIFE service and progressive outlook have enabled us to pass the milestone of OVER ONE HALF BILLION DOLLARS OF INSURANCE IN FORCE.
We invite you to grow with us and share our success. We know the kind of service you need to profitably sell life insurance and we are prepared to give it to you.

These are some of the benefits we offer general agents:

- Top vested commission with lifetime service fees
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Write in confidence to:

B. A. FRANK
Director of General Agencies



SUN LIFE INSURANCE COMPANY OF AMERICA
108 E. Redwood Street Baltimore 2, Md.



Why every family should have a family doctor...

EVERY family should select and become acquainted with a doctor *before* illness strikes. Yet, many families wait until sickness or emergency requires a last-minute decision about the doctor they will call.

A family doctor, usually a general practitioner or an internist, can care for about 85 percent of the illnesses your family is likely to have and should you need specialized care, he can arrange it.

Perhaps the best way to select your doctor is through your local medical society or community hospital. They will give you the names of several physicians—and you may choose one of them with assurance that you will be in good hands.

Then, call the doctor you have chosen. Make an appointment and go to see him for a friendly talk—about fees, night calls, the hospitals he's associated with, and

whatever else is on your mind.

Then ask yourself these questions: did you like him . . . feel at ease with him . . . would you trust him during those critical situations which illness often creates?

These questions are of great importance, for without mutual friendship and understanding, a warm doctor-patient relationship can never exist.

What are the advantages of having a regular doctor? For one thing, he will get to know you and your family intimately—your "medical history," your response to certain drugs, your normal blood pressure, your emotional reactions, and other facts which may be very helpful whether your trouble is minor or serious.

He can also give you the benefits of preventive medicine. For example, if you have young children, he will want to see

them at intervals to check their health—and to keep their protection against communicable diseases up to date.

For others in your family, he can be a health counselor.

For instance, if you're bothered at times by seemingly trivial complaints—indigestion, headache, nervousness, or fatigue—you might hesitate to go to a doctor whom you do not know. But with a family doctor, you'd feel free to talk over any condition that upsets you now and then.

Select your family doctor now. Keep his name, address, telephone number and office hours posted in a spot known to everyone in your family.

REMEMBER, the continuing supervision of a family doctor can help your children grow up strong and well—and help you live a long and healthy life.

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This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in magazines with a total circulation in excess of 35,500,000 including Time, Newsweek, Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Redbook, Reader's Digest, National Geographic, U. S. News.

March 28, 1959

LIFE INSURANCE EDITION

9

Training Forum To Lead Off Second Day Of LIAMA A&S Meeting

A forum on training communications will open the Tuesday morning session of LIAMA's A&S meeting at Chicago, April 20-22, with G. Warren DeGeljeke, director of A&S sales New York Life, as moderator. Training field management personnel will be considered by Carl H. Lane, superintendent of agencies General American Life, and J. Kenneth Higdon, director of training Business Men's Assurance.

Approaches to training agents by home offices will be discussed by Robert W. McCabe, director of A&S sales Guardian Life, and Charles E. Powell, director of training Monarch Life. Gail L. Shoup, general agent of Lincoln National at Grand Rapids, will outline his method of agent training in the agency.

Robert W. Carey, director of personal health insurance John Hancock, will speak on how to train agents in A&S sales. Frederick E. Boes, manager of personal A&S claims Metropolitan, will discuss training agents in A&S field claim handling for positive selling.

Disability Income Sales Neglected

John W. Sayler, vice-president in charge of sales Business Men's Assurance, will open the Tuesday afternoon session, and will discuss the apparent neglect of disability income insurance sales. He will be followed by John J. Plumb, vice-president and director of agencies Paul Revere Life, who will speak on selling A&S for family needs through programming and single package selling.

Selling disability income for business needs will be covered by Daniel S. Blackman III, assistant director of agencies, ordinary agencies department, Prudential. Means of selling disability income as a package with mortgage cancellation life policies will be handled by W. C. Evans, western regional manager Federal Life & Casualty.

Joseph F. Tudor, director of agencies Pacific Mutual, the final speaker Tuesday, will explain how his company's field force sells disability income with life insurance as a combination package.

Several Life, A&S Bills Enacted In Indiana

Gov. Handley of Indiana has signed into law bills of interest to the life and A&S business, one of which will increase the insurance commissioner's salary from \$12,100 to \$15,000.

Other bills enacted will:

- Increase the surplus requirement for a new life company to \$250,000. The capital remains at \$200,000.

—Authorize the 1958 CSO mortality table on an optional basis until 1966, and a three-year rate-down on women.

—Authorize payroll deductions for life and A&S premiums on public employees.

—Make departmental examination for other than life license mandatory.

Among the bills which failed to pass was one which would outlaw preferential contracts between tax supported or exempt hospitals and insurers where contract specifies predetermined rates.

Robert E. Templin, director of agencies of Northwestern Mutual, spoke on "The Home Office Man Looks at Agency Building" at the monthly meeting of Life Managers & General Agents Assn. of Milwaukee.

Additional Speakers, Panels, Listed For Eastern Round Table

In addition to other speakers and panels already announced for the Eastern Round Table of Life Insurance Advertisers Assn. at the Barbizon Plaza Hotel, New York, April 2-3, Francis T. Ahearn, manager of Connecticut's insurance information office at Hartford, is scheduled to discuss the development of information centers.

The Thursday afternoon session will include a panel discussion during which Alfred G. Whitney, assistant director of research LIAMA, and Homer Woods, assistant to the vice-president in charge of sales Mutual of New York, will answer questions by panel moderator Douglas J. Alspaugh, advertising manager Aetna Life; Herbert J. Kramer, assistant manager of the information and advertising department Travelers, and Donald E. Lynch, director of public relations Mutual Benefit Life.

On Friday, Robert H. Teter, radio

vice-president of the Peters Griffen Woodward advertising agency, will discuss TV and broadcast media, and William Koch, vice-president of H. D. Rose & Co., creators of audio-visual aids, will cover "What's Ahead In Audio-Visual."

A communications panel will include Chester Nash, director of the press division Institute of Life Insurance; William K. Paynter, director of advertising and public relations Connecticut General, and Paul B. Cullen, manager of the information and education department.

NON-CANCELABLE TO 65...

GUARANTEED CONTINUABLE FOR LIFE

NEW STATE MUTUAL HOSPITAL INSURANCE for Families and Individuals

- Coverage begins on policy date—no waiting period.
- Available with or without \$50 deductible.
- Issued to adults ages 18 to 85.
- Insured wife becomes policyholder upon death of husband.
- Children eligible for family coverage from 2 weeks to 18 years.
- Newborn children automatically covered at 2 weeks of age to end of then current premium period at no additional cost. Additional premium thereafter.
- Pays variable maximum up to \$20 a day room and board; up to 90 days for each hospitalization and up to 10 times daily rate for hospital services.
- Maternity benefits in-hospital, 10 times daily rate; non-hospital 5 times daily rate. No deductible.
- Optional benefits available for surgical procedures and in-hospital physician's calls.
- Participating.

Mail coupon today for free booklet describing State Mutual's New Hospital Insurance Plan in detail.

STATE MUTUAL LIFE ASSURANCE COMPANY OF AMERICA
WORCESTER, MASSACHUSETTS

Please send me full details about your new Hospital Insurance Plan with a Lifetime Guarantee.

Name _____

Company _____

Street _____

City _____ State _____



State Mutual
LIFE ASSURANCE COMPANY
of America
WORCESTER, MASSACHUSETTS

Mutual Benefit Life Honors Agency Heads For '58 Achievements

General agents of Mutual Benefit Life whose agencies achieved outstanding records in 1958 were presented awards at the annual meeting of general agents at the Boca Raton (Fla.) Club.

The top award, the president's tro-

phy, was presented to Thomas G. Murrell, and Weymouth L. Murrell, general agents in Los Angeles, by President H. Bruce Palmer of Mutual Benefit. The trophy which goes to the best all round agency, is based on the quality and amount of new insurance written, success in recruiting and training new men, and maintaining production among established agents.

Runners-up for the president's trophy were the Guibord agency in Newark, and the Catterton agency in Houston.

The new organization award was

presented to Charles G. Heitzberg, vice-president in charge of agencies, to the Huber agency in New York City. The Eaton agency in Syracuse and the Murrell agency in Los Angeles shared runner-up honors.

Quality business was recognized by the presentation of the Jones and the mathematician's awards. The Jones award was presented to the Dittmer agency in Toledo, and the runner-up was the Pribble agency in Sioux Falls, S. D. The mathematician's award went to the Smith agency in Charlotte, N. C. The Woods agency in Hartford was



Weymouth L. Murrell, left, and Thomas G. Murrell, right, general agents of Mutual Benefit Life at Los Angeles, receive president's trophy for best all round agency from H. Bruce Palmer, president, at the meeting of Mutual Benefit's general agents association in Boca Raton, Fla. Murrell agency also was runner up for the new organization award for recruitment and development of new agents.

runner-up. Both awards were presented by Wilbur E. Hintz, 2nd vice-president and director of agencies.

The award for the best agency bulletin went to the Eaton agency in Syracuse. Gordon Hull, director of sales services, made the presentation.

In addition, awards were presented to the Murrell agency and the Hansch agency in Dallas for having the largest number of agents in the Million Dollar Round Table.

The brokerage award went to the Monroe agency in Chicago for doing the best job based on production and brokerage manpower.

Ferguson President Of Texas A&S Underwriters

Texas Assn. of A&S Underwriters has elected J. A. Ferguson, Southwest Indemnity & Life, president. Other officers are Joseph Josephson, Southland Life, 1st vice-president; John D. Saint, American General Life, 2nd vice-president, and Elmo Lee, Commercial Travelers, secretary-treasurer.

Mutual Benefit Honors Agencies

Six agencies were honored for their outstanding performance during the October, 1958, sales campaign.

Wilson, Chicago; Duane, Akron; and Brehm, Minneapolis, won the awards offered by Chairman W. Paul Stillman for quality business written during the campaign.

Awards were presented to the agencies which submitted the highest percentage of business over their quotas, in group 1, Wilson, Chicago; in group 2, Ames, Norfolk; group 3, Zachary, in Wichita.

The Murrell agency, Los Angeles, received an award for submitting the highest volume of business.

- INSURANCE FILING SYSTEMS
- OUR SPECIALTY SINCE 1919
- We were the originators of Two-Way and Three-Way Tang Folders, made especially for Application permanent record files. We also have Transparent Policy Jackets. Samples of folders and jackets with price lists sent on request.
- H. B. McClure Mfg. Co.
- 2302 West Glen Ave.
- Peoria, Illinois
- We sell direct to Insurance Companies

3 GREAT NEW A&H PLANS



Brokers can now fully satisfy their clients' needs for A & H protection through Great-West Life. Our new A & H program includes non-cancellable and guaranteed continuable contracts.



MAXIMUM PROTECTION SERIES

Disability income plans, non-cancellable and guaranteed continuable to age 65. Available to employed men, ages 18 to 65.



ECONOMASTER SERIES

Commercial disability income plans for accident only — or for accident and sickness. Available to both men and women.



DOLLAR GUARD SERIES

Guaranteed continuable medical expense plans — lifetime hospital and surgical contracts; and a Major Medical contract with benefits up to \$7,500. Available to families and individuals.

- New level premium scale
- Premium variation by issue age

- Increased Maximum Benefits
- Autopay Monthly Premiums

For full details, contact our nearest office

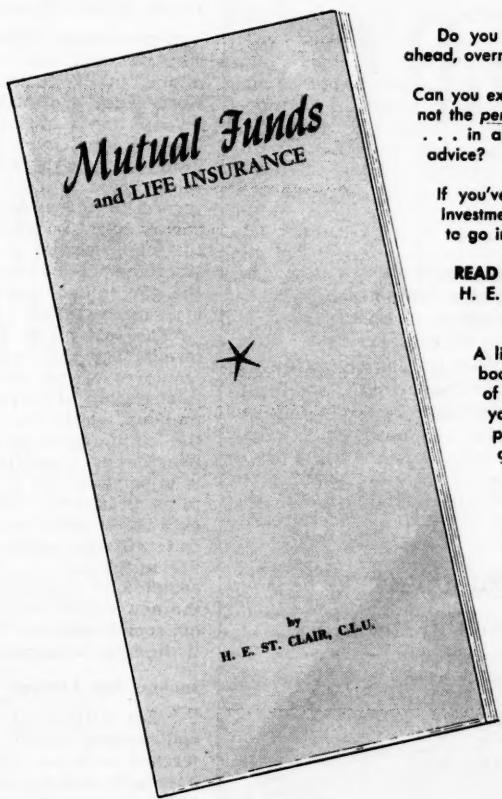
THE

GREAT-WEST LIFE

ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA

YOUR FUTURE IS OUR BUSINESS — TODAY

**does it *STOP* you
when a prospect asks
"What about Mutual Funds?"**



MANY USES!

Use it to

- ... inform and qualify yourself
- ... prove what you say
- ... make prospects think
- ... work for you and for life insurance between interviews

Do you have the knowledge and facts to GO ahead, override the objection and make a sale?

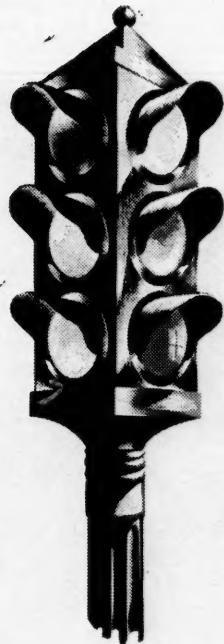
Can you explain convincingly why Mutual Funds are not the perfect, all-purpose investment for everyone . . . in a way that will merit confidence in your advice?

If you've had to sit idly by while securities of Investment Companies grab dollars that ought to go into life insurance, then here's good news!

READ "Mutual Funds and Life Insurance," by H. E. St. Clair, C.L.U.

A little thoughtful study of the essential facts in this 51-page, pocket-size booklet will enable you to take the bull by the horns every time the question of Investment Company Shares comes up. It gives you the vital information you need about Investment Company Securities and their proper place in personal and family finance. It will equip you to show your prospects the other side of the picture — the side shares-salesmen rarely show.

You, and your prospects, will like the way it hits nails on the head. Study it... Show it... Give it to your prospects... Qualify yourself to get the dollars that men should put into life insurance; that would be improperly invested in the securities of Investment companies. Place your order now.



MAIL THIS COUPON FOR YOUR SUPPLY TODAY!

THE NATIONAL UNDERWRITER COMPANY
420 East Fourth Street
Cincinnati 2, Ohio

Please send me _____ copies of "Mutual Funds and Life Insurance."

Check enclosed Bill me
(Checks should accompany orders for 15 or less)

Prices

5 copies*	\$3.00
15 copies ... Each	.55
25 copies ... Each	.50
50 copies ... Each	.45
100 copies ... Each	.40
500 copies ... Each	.30

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

*Minimum Order

THE DIAMOND LIFE BULLETINS
Department of THE NATIONAL UNDERWRITER CO.
420 E. 4th Street, Cincinnati 2, Ohio



ECKER WARNS

Variable Annuity Decision Invites Federal Regulation

NEW YORK—Frederic W. Ecker, president of Metropolitan Life, described as "fantastic and misleading" a statement in New York City papers that the Supreme Court's decision in

the SEC-variable annuities case had paved the way for action by the New Jersey Legislature to legalize the sale of variable annuities by life insurance companies.

"Quite to the contrary," Mr. Ecker declared, "this decision clearly emphasizes the danger of federal regulation, which we have pointed out all along, if life insurance companies should enter this field. Presumably we are all interested in preserving state regulation of insurance, but I can think of no better way of inviting federal regulation than for life companies to com-

mence selling such contracts to the public."

Mr. Ecker suggested that once federal supervision is established over any part of the business conducted by life insurance companies, "there is no telling where it will end."

Stockholders of Liberty National have voted to increase capital from \$6 million to \$7.5 million through declaration of a 25% stock dividend payable April 17 to stock of record March 31. The directors earlier this year declared a 34 cent per share dividend.



Breaking the Colt!

George Washington spent his boyhood years on Ferry Farm near Fredericksburg, Virginia. A born horseman, he soon became recognized as a skilled equestrian in a nation where horsemanship was part of everyday life.

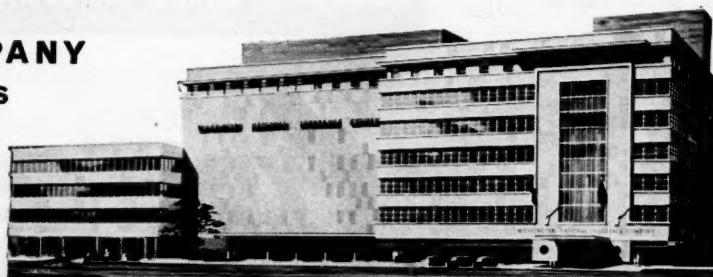
This reproduction is one in a series of eleven original oil paintings by Walter Haskell Hinton which portray little-known events in the life of our Country's first president, George Washington.

A booklet containing full-color reproductions of all eleven paintings is available upon request. In addition, we hope you will visit us and view the original paintings which hang in our Home Office gallery.

Washington National

**INSURANCE COMPANY
EVANSTON, ILLINOIS**

ACCIDENT	LIFE
GROUP	• SICKNESS
HOSPITAL	MEDICAL
	SURGICAL



ARCHITECT'S SKETCH OF OUR NEW HOME OFFICE BUILDING

MIDYEAR NALU REPORT:

Social Security Has No Right To Adopt 'Insurance' Label

The report of the social security committee of National Assn. of Life Underwriters suggests a campaign to induce Congress to outlaw the use of life insurance terminology "in all avenues of communication of social security information to the public and in the social security act itself."

The report was drafted by Albert C. Adams, John Hancock, Philadelphia, chairman of the committee. It was adopted at the NALU midyear meeting at Minneapolis.

The report urges a vigorous continuation of NALU's effort to persuade Congress not to over liberalize social security benefits.

Concerning the use of insurance terminology, the proposed report continues:

Taxes Are Not "Premiums"

"For example, the taxes paid by employes and employers are not 'premiums' in the customary sense of the word. They are social taxes and confer no rights or benefits other than those appropriated at the will of Congress, which has full power to raise, lower or omit benefits without regard to taxes. Nor is a social security card 'an insurance policy' or like one, because the latter is a contract and there is no contract between the government and the payer of social security taxes.

"The extensive use of insurance terminology by administrators and employes of the Social Security Administration in its pamphlets and promotional activities have encouraged the public to look on social security benefits as a contractual right. This is understandable if taxes are alluded to as 'premiums' and a social security card is likened to 'an insurance policy.' But will the public understand that life insurance and social security are completely different especially when the new report of the advisory council on social security financing prefacing its findings with this comment:

Income Not Assured

"For millions of Americans the social security benefit will spell the difference between deprivation, on the one hand, and an assured income provided on a basis consistent with self-respect and dignity, on the other. Nothing in the law states that such an income is assured. Nor is there any assurance that Congress will retain benefits at a level 'consistent with self-respect and dignity' when in view of past history the tax load gets to be approximately one-tenth of the national payroll in addition to federal and state income taxes.

"The whole character of the program has moved from a 'floor of protection' to a program purporting to provide 'an assured income on a basis consistent with self-respect and dignity.'

"Our experience seems to prove that unless we pick up a lot of friends along the way, it is improbable that NALU will be able to bring about a cessation of the use of insurance terminology which has conditioned the public mind to a grandiose role for social security in the lives of the people. However, we can register a protest. We feel it is advisable to draft

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a resolution to Congress and the Social Security Administration calling for an end to the use of life insurance terminology, in any way and all descriptions of benefits and taxes, in all the avenues of communication of social security information to the public and in the social security act itself."

Frankenstein Monster

"It is not in keeping with our profession and responsibilities, as champions of individual thrift and security, to ignore the possibility that overzealous administrators of the social security act will create in the public consciousness a modern Frankenstein monster in the image of life insurance that Congress would be powerless to restrain."

The document takes issue with part of the recent report of the special advisory council on social security financing, asserting:

"We are told that the increases in the tax rate and tax base voted in 1958 will restore a margin of income over outgo for some years to come, in contrast to the excess of outgo over income experienced in 1957 and 1958."

and in prospect for 1959.

"Although the advisory council's report states that the present method of financing, with 'scheduled' tax increases in 1960, 1963, 1966 and 1969, 'makes adequate provision for meeting both the short-range and long-range costs,' the same report later suggests, strongly, that benefit schedules will continue to rise. It further states, 'The cost estimates underlying the contribution schedule can be interpreted to imply that if earnings rise there will be an upward adjustment of benefits and of the earnings base.' The same probability is also stated in a footnote of the report which states that, 'as a practical matter, however, it may be expected. . .' Thus, if the council's own observations are borne out, the relative increase in social security cost will be even more pronounced than indicated in the tax schedule projected in the present law. Moreover, it is known that Congress has raised benefits without raising taxes, but has yet to raise taxes without increasing benefits."

John Hancock Creates Unit For Industrial Relations

John Hancock has created an industrial relations unit within the regional organization of the district agency department. Purpose of the new unit, which will be headed by William O. Murdock, director of industrial relations, is to maintain effective communications between home office and the field force.

Mr. Murdock will be assisted by John E. Higgins, regional office supervisor; Maurice P. McKenna, regional supervisor administration, and Charles S. Wilson, supervisor of field training.

San Antonio Insurance Club Elects

Insurance Club of San Antonio has elected G. Charles Childre, Texas Continental Life, president. Other officers are Lelon Cude, 1st vice-president; Forres Wood, 2nd vice-president; C. A. Potts, treasurer, and J. Ross Blackford, secretary.

Iowa Assn. of A&H Underwriters

will hold a sales congress in Des Moines, April 17, 9 a.m. to 4 p.m., Savery Hotel.



HALF-BILLION MILESTONE—At home office ceremony commemorating Colonial Life's attaining half a billion dollars of life in force, Richard B. Evans, president, looks on as Hartley J. Phillips, East Millstone, N. J., high school student, cuts cake. Policy issued to young Phillips brought Colonial over the \$500 million mark.

SUN LIFE REPORTS TO YOU

For the Sun Life — one of the world's great life insurance companies — 1958 was a year of sound business expansion. The company enters its 89th year of public service justifiably proud of its representatives and the product they market — personal and family protection and security through life insurance.

Highlights of the year

- New life insurance sold during 1958: \$990,409,536.
- Life insurance in force at Dec. 31, 1958: \$8,357,666,274.
- Paid to Sun Life policyholders and beneficiaries during 1958: \$159,337,179.
- Total benefits paid since organization: \$3,455,292,753.
- Dividends payable to policyholders in 1959: \$36,261,000.

SUN LIFE OF CANADA

United Fidelity Plans 10-Story HO Addition; Will Double Space

Plans for a multi-million dollar 10-story addition to the home office of United Fidelity Life have been announced. The new building will occupy an entire island-block in the downtown Dallas business district.

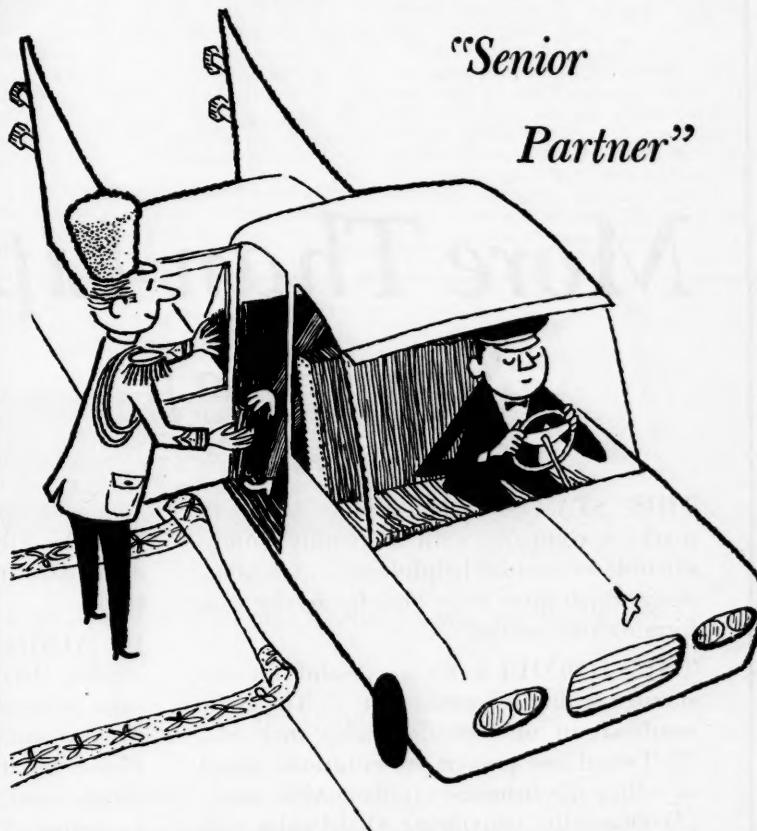
United Fidelity purchased two additional buildings adjacent to the original building which added some 12,000 square feet to the company's property.

TV Professor To Speak At Round Table Sponsored By Bankers National Life

Dr. Harvey E. White, professor of physics at the University of California at Berkeley, who is conducting NBC-TV network's "Continental Classroom" course in atomic age physics, will speak on "The Implications of Teaching the Largest Class in History" during the program of the annual breakfast round table of Montclair (N. J.) State College, April 1.

An exceptional policy for the

*"Senior
Partner"*



GUARDIAN'S PR-85

For a client over age 50 — either an individual or a principal in a business insurance case — GUARDIAN'S Preferred Risk 85 is now a more attractive buy than ever. It offers low premiums, high cash values, higher dividends than ever before on our 1959 scale — plus the important advantage of flexible new policy provisions, for solving business and tax insurance problems.

General insurance brokers and surplus writers are cordially invited to call the nearest Guardian manager for full information, or write ...

The GUARDIAN Life Insurance Company OF AMERICA

A Mutual Company • Established 1860
50 UNION SQUARE, NEW YORK 3, N. Y.

LIFE • ACCIDENT & HEALTH • PENSION PLANS • GROUP

Knapp Heads GA Assn. Of Mutual Benefit Life

Alex M. Knapp, Baltimore, was elected president of Mutual Benefit Life's general agents association at its annual meeting at the Boca Raton (Fla.) Club.

Others elected were Lawrence W. McDougall, Cleveland, vice-president and Edward L. Rosenbaum, New York City, secretary-treasurer.

Elected directors were Kenneth R. Bentley, Danville, Ill.; Charles L. Done, Omaha; John A. Erskine, Pitts-

burgh; Solomon Huber, New York City; Russell B. Knapp, New York City; Lyford B. MacEwen, Manchester, N. H., and the three new officers.

OK New Mortality Table In Wash.

Gov. Rosellini of Washington has signed the bill which provides for adoption of the new mortality table.

Aid Assn. for Lutherans has appointed the Brady Co. of Appleton, Wis., to handle its advertising and sales promotion.

Indict Indiana Insurer Head On SEC Violation

Philip H. Meade, president of Farm & Home Ins. Co. and Farm & Home Agency of Indianapolis is free on \$2,000 bond after indictment by a federal grand jury on a charge of violating Securities & Exchange Commission stock sales regulations. E. Bernie Shelton, a former vice-president of the company, and two other men were also indicted.

One count of the indictment was on conspiring with five other men in the

sale of securities interstate without registering with the SEC. The remaining six counts charge Mr. Meade with transporting such stock from Indiana to Illinois. The insurance company, it is charged, issued 20,000 shares of common stock in the names of two men who were dummies, in order to conceal the true identities of the purchasers, who actually lived in an adjoining state. According to the indictment, total sales not registered with the SEC were in excess of \$785,000, representing more than 162,000 shares of stock. Assistant U.S. Attorney Melangton said the indictment involved only the securities of the agency and is not a reflection on the company or the agency.

Mr. Meade denied any guilt and called the charge "unbelievable." He said, "Neither the Farm & Home Ins. Co. nor the Farm & Home Agency are involved. I have kept faith with our stockholders and will continue to do so."

The four men will be arraigned April 16.

Ellen Dougherty, 45 Year Veteran, Retires From Washington National

Ellen J. Dougherty, Washington National's first full time associate, retired from the company on completing 45 years of service.

Miss Dougherty was employed in 1914 as a stenographer and general office clerk for Washington National's co-founder, G. R. Kendall, in a one-room office in Springfield, Ill. After serving as a secretary for a number of years, she was made manager of the industrial policy issue division. Miss Dougherty has served in the district weekly premium claim division for the past five years.

It's Now 'Give And Get' Agent, Minn. Rally Told

The "give and get" agent has replaced the "go and get" man, Walter G. Gastil, Connecticut Mutual manager at Los Angeles, told the Minneapolis sales congress conducted by Minnesota Assn. of Life Underwriters. The give and get agent recognizes that values he receives are in direct proportion to what he gives clients, he said.

Mr. Gastil explained his philosophy as meaning concentrated effort to understand the client's problems and needs, then applying the agent's special knowledge to make sure the client gets the right policy for the right amount, the right benefits and names the right beneficiaries.

The Agent-Minded **MINNESOTA MUTUAL LIFE**

Insurance Company

VICTORY SQUARE—ST. PAUL, MINNESOTA



LIFE CONTROLLER/ASSISTANT CONTROLLER POSITIONS \$9,000 - \$16,000

Currently we have available an extensive selection of Life Controller/Assistant Controller and "heavy" Accountant openings. All of these positions are with medium/small well-established Companies offering rapid advancement plus ideal living conditions. Salary ranges offered \$9,000 - \$16,000. Areas: Middle West—East and Southern States. General specifications: age range thirty-fourty-five, minimum seven - twelve years Life Home Office Controller Department experience. All inquiries handled confidentially. Majority of these openings, employer pays all moving expenses and service charge. A postal card will bring "HOW WE OPERATE." No obligation to register.

FERGASON PERSONNEL
INSURANCE PERSONNEL EXCLUSIVELY
330 S. Wells Chicago 6, Illinois
Harrison 7-9040

Text Of N. Y. Life Letter On Raising Group Life Limits

New York Life's action in raising its group life limits so as to make itself competitive with other leading companies that are using considerably higher limits than those previously employed by New York Life was reported briefly in last week's issue.

Following is the complete text of the letter in which Executive Vice-president Dudley Dowell announced the company's action to the field force:

About a year ago, in answer to an inquiry as to our company's "position" on the question of group limits, I wrote a letter which was widely quoted in the trade press. In substance it said that although we could not be categorical as to specific limits, in principle New York Life felt that some reasonable limits were desirable.

(Mr. Dowell is here referring to his letter of Jan. 16, 1958, to Spencer L. McCarty, Provident Mutual, Albany, managing director of New York State Assn. of Life Underwriters, in which Mr. Dowell clarified New York Life's then position on group limits.)

That attitude, I indicated, was the company's "guiding philosophy." And I can add that the company was in fact guided by this philosophy of limits—to the extent that we did not accept some business which was otherwise attractive.

In making our position widely known through my letter, we wished to encourage further support of the basic principle it reflected. We sincerely hoped that, while there might not be unanimity in so complex a matter, some reasonable legislation based on this underlying view would be enacted in the larger industrial states. Unfortunately, that has not happened.

In Highly Competitive Field

Much as we might like to, there is no escaping competitive realities by our company. Our success and progress depend on getting our share of profitable business. We must be a strong, effective competitor in a very highly competitive field. To do that we have to be realistic.

In the absence of any group limits that apply universally, a company must face the facts of life. It is not realistic for one individual company to establish group limits based on its own ideas as to what those limits might be, when the rest of the industry may have different ideas. In other words, if a company intends to compete in the group field, it cannot ignore what other leading companies are doing.

Therefore, we have made up our minds that within the limitations of remaining statutory provisions and the dictates of sound underwriting and good business procedure, New York Life is going to be a competitor in this field. We shall act in accordance with that decision.

But let me make it clear that in line with this principle the maximum amount of coverage provided under one particular plan might be quite



Dudley Dowell

different from that under another plan. The size and type of the group, the amount of premium, the margin and other factors all enter in the picture. For example, in some instances, maximum coverage of, say, \$400,000 or \$500,000 might be much safer than a \$50,000 maximum under another set of facts.

I concluded my letter a year ago with this paragraph: "It seems to me that even in situations where executives may have sizeable amounts of group insurance, an important need for ordinary insurance invariably exists. This is the place where a well-trained agent can effectively bring to bear his knowledge of business and personal insurance programming."

In concluding this statement, I would like to repeat, and underline, that same conviction.

Sun Life of Canada has awarded its director of agencies trophy to Frank S. Sottile, unit supervisor at West Hartford, Conn. Runners-up for the trophy were N. S. Ross, Houston; J. J. Command, Baltimore; S. A. Plummer, Flint, and L. G. Katz, Houston.

Mutual Benefit H.A.A. To Insure National League Ball Clubs

National League baseball teams will be insured during their travels this season by Mutual Benefit H.A.A. The plan, arranged by Marsh & McLennan, will pay accidental death and dismemberment benefits for injuries sustained while in transit.

Last year the company provided similar coverage for the Los Angeles, Pittsburgh, Montreal, St. Paul, Omaha and Louisville ball clubs.

Pittsburgh Agents Name Leax Executive Secretary

William F. Leax has been appointed executive secretary of Pittsburgh Life Underwriters Assn. He entered life insurance in 1946 at Pittsburgh with the Weidner agency of Reliance Life. Mr. Leax has been cashier of the agency—now of Lincoln National Life.

The Hamill agency of **Postal Life** at Rochester, N. Y., has moved to larger quarters at 140 East Avenue.

Tells LIAMA What Guarantee Mutual Does Wrong, Right

A candid review of what Guarantee Mutual Life has done "wrong," done "right" and done "best" was presented by J. D. Anderson, executive vice-president Guarantee Mutual, at the LIAMA agency management conference in Chicago. Mr. Anderson was one of the five men speaking on this topic.

The first "wrong," according to Mr. Anderson, "is that we have compromised our conviction on the qualifications of new men, both agents and general agents. We are fulfilling our responsibility now, however, and doing a much better job.

"Second, we have joined the general agents in wishful thinking that a man with an early failure pattern was just about to hit his stride in production when the record proved otherwise. The general agent now has only one way left to continue a man who has not qualified, and that is to agree to accept all the loss on a man

(CONTINUED ON PAGE 23)

LONG TERM SALARY CONTINUANCE

Interest in this vital protection, particularly for executives and key personnel, is growing rapidly.

Provident is a pioneer and leader in this field. We offer:

- Conventional plans, one-year renewable term, tailored to fit the sick leave program and other needs of the particular risk.
- Non-Cancellable, guaranteed renewal coverage, at level premium, likewise tailored to individual needs, with or without guaranteed right of conversion.
- Provident's exclusive 10/12 Plan, long term guaranteed benefits, at guaranteed cost for groups as small as five.

Ask us for details. Give us an opportunity to help design a program to fit the needs of your prospect.

BROKERAGE BUSINESS INVITED

PROVIDENT
LIFE AND ACCIDENT

LIFE • ACCIDENT • SICKNESS
HOSPITAL • SURGICAL • MEDICAL
Insurance Company

CHATTANOOGA

Company Statements Reflect Gains In 1958

CONNECTICUT GENERAL

Connecticut General in 1958 wrote a slightly larger volume than in 1957. Group life business, a sensitive reactor to economic trends, declined during early months of 1958, but ended the year on the rise. Total individual life insurance sales amounted to \$654,939,-873. Total life insurance in force at year-end was \$9,654,241,500. Premium income from all lines was \$335,494,837. Benefit payments exceeded \$188 million, up more than \$7 million. Three-fourths of benefit payments went to living policyholders.

The company added \$4.6 million to special reserve funds, largely to meet expected future payments to annuitants, who will receive more payments as longevity improves. The increase in funds for policyholders' and beneficiaries' security was \$9,404,758.

FIRST COLONY LIFE

First Colony Life's ordinary and group life sales in 1958 were \$7,743,465, up 72%. Life in force at year end was \$15,118,128 against \$8,733,619. Premium income was \$228,793, up from \$119,497. Net investment income was \$71,299 compared with \$65,632, and policy reserves increased \$72,997.

GREAT NATIONAL LIFE

Life in force totaled nearly \$185 million in 1958 and assets were approximately \$39 million. Benefit payments came to \$2,318,830. Income from investments totaled \$1,590,210, a gain. Capital and surplus funds increased \$389,370 for an over-all total of \$2,731,-252. Policy reserves increased \$2,489,-893 to \$32,962,851.

GREAT SOUTHERN LIFE

New business of Great Southern Life in 1958 amounted to \$121 million, bringing insurance in force to \$958 million. Assets exceeded \$204 million, compared with \$189 million at the end of 1957. Capital, surplus and contingency reserves rose from \$23 million the previous year to \$27 million.

MASSACHUSETTS MUTUAL

Massachusetts Mutual's insurance in force at year-end was \$6,737,481,959. Insurance sold in 1958 totaled \$1,101,-999,279. Benefit payments amounted to \$185,755,035. Dividends set aside were \$39,369,861, and assets were \$2,-215,065,874. Net rate of interest on invested assets before deductions for federal income tax was 3.98%.

NATIONAL BANKERS LIFE

Total income of National Bankers Life in 1958 amounted to \$9,719,705, an increase of \$233,715. Benefit payments of \$4,506,761 were \$327,916 more than the previous year. Assets amounted to \$18,165,398, capital was \$2,424,512, and life insurance in force reached \$76,540,221.

NEW ENGLAND LIFE

Assets of New England Life at year-end were \$2,024 billion, up 8%. Life insurance issued in 1958 was \$931 million, of which \$759 million was individual insurance, up 6.3%. Additions and revivals of \$18 million brought total individual insurance issued to \$777 million.

Group term sales of \$109 million were off 5%. An additional \$45 million in net increases to existing plans brought total group issued to \$154 million. First year premiums on group

annuities and A&S policies were \$5 million, an increase of 33%.

Insurance in force reached \$6,068 billion, up 9.4%. Individual insurance in force rose 8% to \$5.472 billion and group term in force increased 27% to \$596 million. Income for the year was \$270.2 million, a gain of \$20.7 million. Of this amount \$193.1 million was premium income, up 8.1%, and investment income was \$77.1 million, up 8.9%.

Average rate of return of 4.97% on new investments of \$205.8 million increased the gross rate of return on total assets. Net rate after expenses, but before taxes, was 3.97%, up 10 basis points. Average size of new individual policies issued was \$10,434, compared with \$9,207.

Benefit payments were \$100.5 million, of which \$63.6 million went to living policyholders. Dividend payments were \$33.3 million, up \$2.1 million. Unassigned surplus increased \$10.5 million to \$143 million or 7.08% of total assets. Not included in this

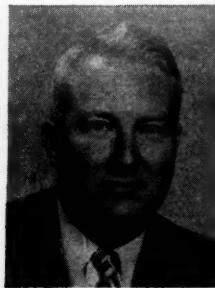
figure are two special reserves totaling \$79.3 million to provide for fluctuations in the securities markets.

NO. AMERICAN ACCIDENT

Insurance in force of North American Accident increased \$117 million in 1958 to \$264 million. A&S premiums for the year were \$14.3 million. The company added \$2 million to surplus and \$4 million to assets.

OCCIDENTAL OF CALIFORNIA

Sales in 1958 reached an all-time



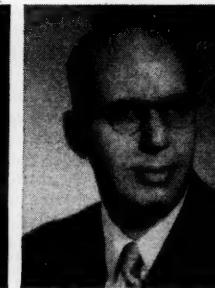
ELLISON F. BECKWITH, CLU
Boston



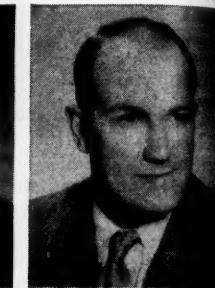
B. SCOTT BLANTON, JR., CLU
Charlotte



IRAM H. BREWSTER
Pittsburgh



THOMAS G. BURGESS
Philadelphia



WALTER R. CAVANAUGH, CLU
Detroit

Phoenix



THOMAS R. COSTELLO
Oklahoma City



MICHAEL P. COYLE, CLU
New York Uptown



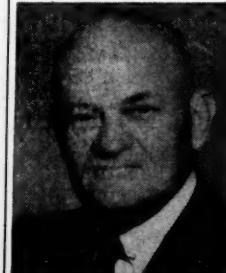
ROBERT P. CRANSTON
St. Louis



ARTHUR H. DAUMANN, CLU
New York Lincoln



RICHARD L. EMERSON, CLU
Boston



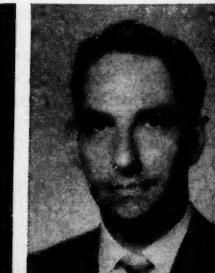
T. H. FARMER
Oklahoma City



WES L. FODERO
Buffalo



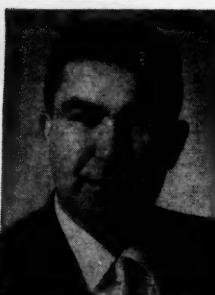
JAMES P. JOYCE
Springfield



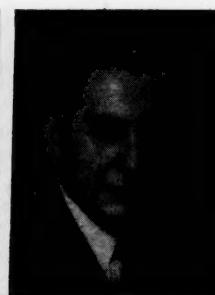
WILLIAM R. KALANDER
Providence



KENNETH G. MARTIN
Dallas



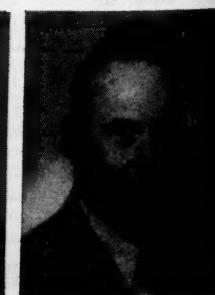
ANTHONY A. MAZZAGATTI
Philadelphia



J. RENWICK MONTGOMERY
Philadelphia



MARK C. MULLER, CLU
New York Uptown



CLARENCE B. NARAMORE, JR.
Stamford

erves total-
for fluctu-
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CIDENT

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premiums
million. The
to surplus

FORNIA

all-time

March 28, 1959

LIFE INSURANCE EDITION

17

high of \$1,440,738,067, an increase of 19.25%. Individual life sales totaled \$1,082,265,854, an increase of 20.49% and the first time individual policy sales exceeded \$1 billion in a single year.

Group life sales came to a record \$358,472,213, an increase of \$48,456,410. Life in force at year-end was \$7,999,182,680. A&S premiums, including group and individual, were \$1,289,252 ahead of 1957 for a total of \$82,907,547.

Assets as of Dec. 31, 1958, were \$890,153,789, an increase of \$65,228,513. Benefit payments amounted to \$133,-

338,272, up more than 11%, bringing total benefits paid to \$940,799,490.

PRAETORIAN MUTUAL

Insurance in force of Praetorian Mutual Life amounted to \$78,858,000 in 1958. Assets increased \$1,377,000 to \$23,957,000, and benefit payments amounted to \$1.5 million.

SOUTHLAND LIFE

Insurance in force of Southland Life increased 54.6% to \$1,237,361,246 over a five-year period ending Dec. 31. New

business over the same period rose 49.4% to \$203,930,726. Total income was \$39 million, up 39.3%.

Assets increased 39.9% in five years to \$224,101,656, and capital, surplus and contingency funds amounted to \$12,164,046. Benefit payments in 1958 were \$16,691,376, of which 65.7% went to living policyholders.

Stockholders approved a cash dividend of \$1.75 per share to stockholders of record Feb. 27. Also, an additional share will be paid as a dividend for every three shares held by stockholders of record April 24. The 33 1/2 stock

dividend will increase the total of shares outstanding to 400,000.

STATE FARM LIFE

State Farm Life paid-for ordinary business was \$276,448,951 in 1958, 4.6% above 1957. Insurance in force increased 10.6% to \$1,319,678,643. Premium income reached \$33,289,559, an 8.9% gain.

Assets were \$164,243,318, an increase of 15.2%. More than \$2 million was added to policyholders' surplus, bringing the year-end total to \$20,339,637.

UNITED AMERICAN

Insurance in force of United American Life reached \$93,681,517 at year-end. Net premium income was \$2,119,998 and assets amounted to \$13,088,-

596.

U.S. Managers Of Sun Life Of Canada Meet At Montreal

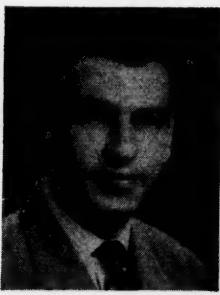
United States branch managers of Sun Life of Canada met at the home office for a conference on current de-



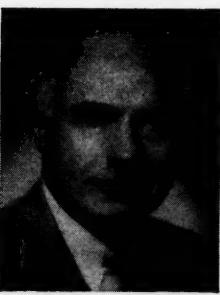
CORNELIUS J. O'SULLIVAN
Cleveland



TONY PERRY
New York Downtown



HERMANN SCHAAR, CLU
Fort Worth



WALTER L. SCHNECK
New York Downtown



BENJAMIN B. SIGLER
St. Paul



George W. Bourke, president of Sun Life of Canada, right, presents president's trophy for best all round performance among U. S. branches to R. D. Ekblad, manager at Houston.

Developments in marketing techniques, agency service and pre-contract training for agents.

George W. Bourke, president, and A. M. Campbell, executive vice-president, welcomed the managers and reviewed Sun Life's 1958 sales achievement. At year-end, Sun Life had \$8,357,000,000 life in force, one-third of which is on U. S. lives.

W. R. Walters, superintendent of sales promotion and training, discussed pre-contract training for agents and listed its advantages as: better selection of agents; sounder decisions on the part of the prospective agent; lower turnover; low financing losses; attracts high calibre personnel who might otherwise be overlooked; creates better morale within the agency; gives impetus to recruiting, and gets new personnel off to a fast start.

The Columbus branch of Travelers has moved to new and modern quarters at 395 East Broad Street. The official opening took place on March 6 with an open house for the insurance fraternity. H. Marshall Sickel is manager of the life and A&S department and O. P. Ruffing is manager of the casualty, fidelity and surety department.

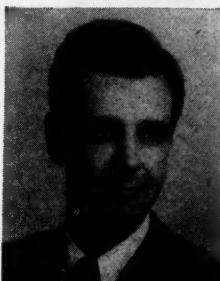
General American Life sold 29.3% more ordinary life in February of this year than in the same month last year.



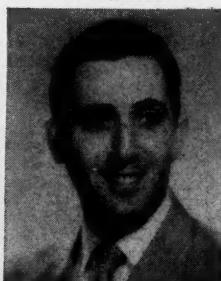
HOWARD SULTAN
New York Central



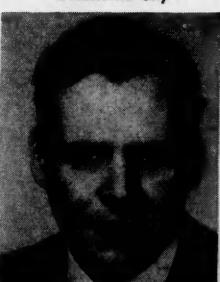
ARTHUR H. THOMAS, JR.
Hollywood



ROBERT C. VAN VLECK, CLU
Oklahoma City



IRVING WASSERMAN
New York Central



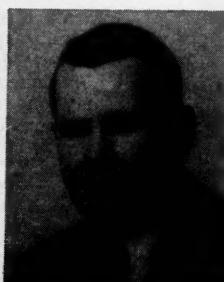
HARMON M. WERTZ
Cleveland



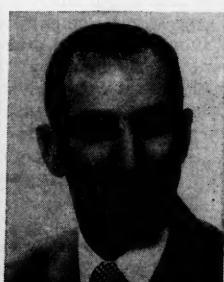
R. EDWIN WOOD, CLU
San Francisco



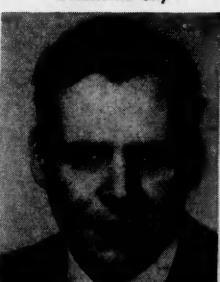
BERNARD I. WATERS
Keystone (Philadelphia)



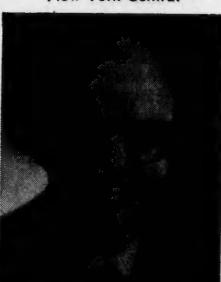
LOWELL A. WEAVER
Akron



H. ROBERT WEISMAN
Manchester



HARMON M. WERTZ
Cleveland



R. EDWIN WOOD, CLU
San Francisco

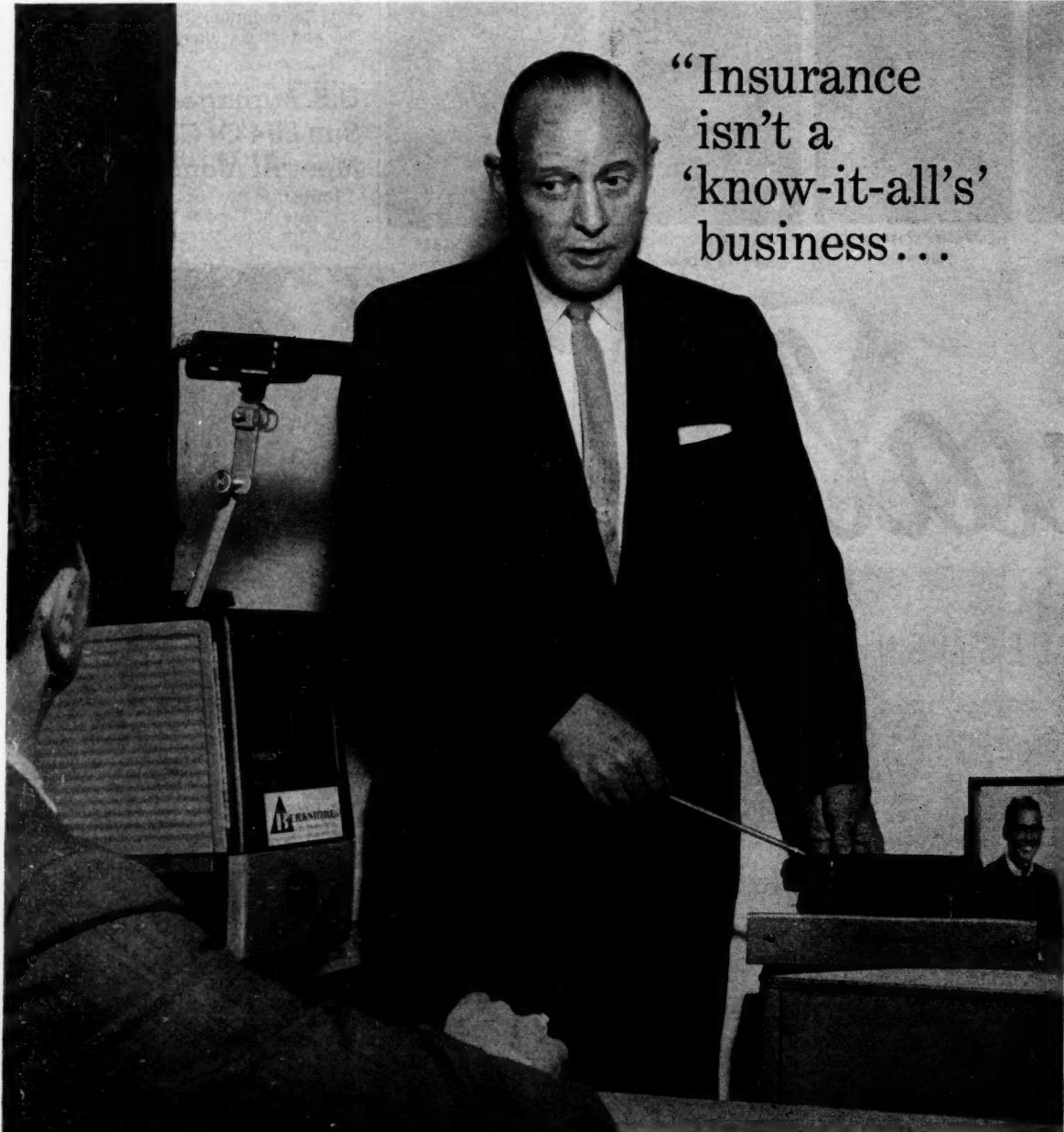
File Final Order On Columbus Mutual Surplus Ownership

U. S. district court at Columbus has filed a final opinion and order declaring that Columbus Mutual Life policyholders own the company's \$18 million surplus. A similar ruling had been issued Dec. 4 but the filing of a final judgment was withheld pending further hearings.

A suit brought on behalf of a few

policyholders of Columbus Mutual claimed the directors of Ohio State Life, after obtaining control of Columbus Mutual, attempted to take over the surplus for Ohio State Life stockholders by amending the Columbus Mutual charter. The court enjoined Ohio State Life from amending the Columbus Mutual charter and ruled the surplus of Columbus Mutual belongs to the mutual plan policyholders, subject only to the limited rights of stockholders to receive dividends not to exceed 10% on the par value of their stock.

J. ARTHUR COPE entered the life insurance business as Agent in 1936. He became Home Office Agency Assistant; and later served as Assistant Manager in Detroit, and in Hartford. He was appointed General Agent in Hartford for Berkshire Life Insurance Co. in 1953.



...the man who thinks he knows all that's to be learned is losing important selling opportunities. What he knew yesterday isn't enough to keep up with competition today."

"That's a pitfall any salesman can drop into easily enough, Mr. Cope. How do you help your producers avoid it?"

"By actually showing them how much they have to learn, no matter how long they've been selling. Berkshire's continuous Training Program does this successfully by using such advanced techniques as Cinematic Learning. This enables the Agent himself to pinpoint his own competitive weaknesses and helps him overcome them. The program makes it possible to continuously improve and increase production and income."

That sounds like the sort of program that makes the difference between a job and an opportunity."

Five Companies Host To ALC Regional At Houston On April 2-3

Five Texas life companies will host the two-day regional meeting of American Life Convention at Houston, April 2-3. More than 150 executives of 55 life companies will meet at the Shamrock Hotel to discuss current industry problems. R. E. Irish, president of Union Mutual Life, and also ALC president, will preside.

The host companies are: American General Life; Commercial & Industrial Life; Great Southern Life; South Coast Life, and American National.

The ALC regional meetings are off-the-record discussions, and there are no formal speeches. Topics for discussion are submitted by member companies and these are arranged in an informal agenda. Any registrant may bring up other topics from the floor.

A group luncheon is planned for Thursday afternoon and a reception is being given by the five host companies in the evening.

A special event of the meeting features an investment and financial session on Friday afternoon led by Perry S. Bower, vice-president and treasurer Great-West Life, and chairman ALC financial section. Mr. Bower will also address the group on Thursday afternoon on the general financial picture.

Two other regionals have been scheduled: Birmingham, Ala., April 13-14, and St. Paul, Minn., May 7-8.

California Attorneys, Life Men Reach Terms

After more than five years of negotiations, both the California bar association and California State Assn. of Life Underwriters have approved the National Statement of Principles for Cooperation Between Lawyers and Life Underwriters.

The state bar has nominated its representatives to a permanent conference committee called for in the agreement. Three representatives from each organization will sit on the committee to hear violation complaints. The life association is expected to name its representatives in the near future.

Agreement on the statement of principles and interpretive rules was reached by the two organizations during three days of negotiation at the American Bar Assn. convention in Los Angeles last August. The final bar approval came last month. Approval was voted by the life association's board in December.

Real Estate Investment Bill Advances In Nebraska

A bill to allow domestic companies with policyholder surplus of more than \$1 million to invest in real estate within the state has been given preliminary approval by the Nebraska legislature.

The bill, which was introduced in an effort to attract insurance company financing for urban renewal projects, would allow companies to invest up to 5% of their admitted assets in real estate. Only legal reserve life companies are permitted to make such investments under present law.

Cal. Blue Shield Extends Brokerage Commissions

California Physicians Service (Blue Shield) will pay brokerage commissions on new groups of 10 or more lives. Previously, commissions were paid only on groups of 75 or more lives. The commissions will be in line with those of insurers writing group, according to E. R. Paolini, vice-president and general manager.

Israel Siegel, recently retired agent of Metropolitan Life at Bayonne, has been named executive secretary of the New Jersey State Life Underwriters Assn. and of Newark Life Underwriters Assn.



Life, Accident & Sickness, Pension Plans, Annuities
George D. Covell, C.L.U., Agency Vice President
PITTSFIELD, MASS. • A MUTUAL COMPANY • 1851



Skill As Business Man Key Factor In Succeeding As GA

To reach his full measure of success and development, a general agent must become a sound business man, Charles G. Heitzberg, vice-president in charge of agencies, told the annual meeting of Mutual Benefit Life's general agents association, held at the Boca Raton (Fla.) Club.

"All of us know that the general agent of today has a many-sided job, one of the broadest jobs I know of," Mr. Heitzberg said. "It extends all the way from the selection, training and supervision of agents down to one of his final acts, providing succession for leadership in the agency."

"Certainly one of the most fundamental jobs you do is training. The continuous training of your associates is one of your prime responsibilities and one of your prime opportunities for agency development. You do a good job of it. The results prove that."

Management Needs Training, Too

"There's another facet of training that isn't quite as obvious as the continuous training of agents, and that's this matter of the continuous training of field sales management—supervisors and general agents. In the main, you do a fine job of helping your supervisors develop. The addition of them to the ranks of the general agents in the last several years is living evidence of your ability in this field."

"However, by and large, I have the feeling that we have not done as effective a job in training general agents as we might do. We are learning. We are

Lists Sure Ways To Fail As A Manager

The agency manager who reads all the books on agency management and attempts to follow the plans set out by the authors is a good bet for failure, members of San Antonio Life Managers Club were told. Stanley Cole, vice-president and agency director Government Personnel Mutual Life, in his talk on "How to Fail as a Manager," said that men are individuals and that imitation spells failure.

Unless the manager has the correct concept of what he is building, he will not succeed, Mr. Cole said. Lack of organized effort, especially in prospecting, is another cause for failure. He warned against making the mistake of leading men by the hand instead of developing in them the self-reliance which will enable them to grow into worthwhile producers.

Milwaukee Life Cashiers Elect

Harold M. Benitz, Prudential, has been elected president of Milwaukee Life Insurance Cashiers Assn.; Mildred Clatworthy, Mutual Benefit Life, vice-president; Jerome Glowinski and Frank X. Maier, Old Line Life, secretary and treasurer, respectively.

Thirty-four Fidelity Mutual Life agents from twenty agencies in fifteen states met at the home office during February and March to attend seminars for new agents.



C. G. Heitzberg

constantly developing new techniques and new procedures geared toward on-the-job training, particularly in the important area of business management.

"One of the knottiest problems for our home office sales management is the problem of helping our general agents become better business men. Most men who fail in general agency work do not fail for lack of technical competence. They do not fail for lack of recruiting ability, nor do they fail for lack of abilities in training and supervision.

"Almost without exception they fail because they are poor business men. They do not grasp their dual responsibilities as sales managers as well as business managers.

"The bright side of the coin is obvious. Most of our general agents either already are, or are capable of becoming sound business men. And in a good many cases we have involved, and will continue to involve ourselves in the business management of newer growing agencies. We have that obligation to those general agents, just as you have that obligation to all your agents who are not thoroughly established."

Self-Regulation By Field, Companies Urged By Palmer

BOCA RATON, Fla.—Regulation of the life insurance business must come from within the industry, or there will be further regulation by state insurance departments to correct some of the "divisive selling techniques" that exist today. This was the warning of H. Bruce Palmer, president of Mutual Benefit Life, in his speech before the company's general agents association meeting at the Boca Raton Club.

"It behoves us all," Mr. Palmer declared, "the home office and the field as well, to put such restraints upon our sales methods as are necessary to preserve all those fundamental principles that have made life insurance great. If we do not regulate ourselves, more restrictive state supervision is coming."

"In the use of minimum deposit and bank loan techniques, we sometimes overlook the true role of the reserve as a means of leveling premiums. Any

sales-promoted hypothecation of that reserve is tampering with the basic purpose of the reserve and can only result in poor persistency and diminished confidence in our business."

Bringing the problem of self-regulation closer to home, Mr. Palmer told the general agents, "Your own company, Mutual Benefit, will tighten underwriting rules in regard to bank loan and minimum deposit business. We believe we should reject any business not sold on a sound basis of need and on the ability of the policyholder to undertake permanently premium payments over the lifetime of the contract."

Turning to the mutual fund controversy, Mr. Palmer said, "There has come into existence another divisive selling technique which has made use of other investment media for the reserve portion of the policy. The agent is under a dual commission inducement when he sells mutual funds to replace the investment feature of the reserve. We have no quarrel with the investment use of such funds but ask you to regulate voluntarily such divisive selling before it is necessary to impose company regulations."

SELLING AND THE FOURTH DIMENSION ...

**Time is the fourth dimension, and its
most valuable unit is that moving
inch of reality known as now.**

**However, by combining it with
energy (also known as work), our
field force is using it to produce a
lot of new business.**



**THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY
HOME OFFICE - NASHVILLE, TENNESSEE**

Editorial Comment

The Hidden Values Of Sales Congresses

The currency of any good life agent is the time he spends prospecting, contracting and selling, and a day spent at a sales congress can represent to him a considerable loss of income unless he gets at least as much in return. If he makes between \$10,000 and \$15,000 a year, he is out \$40 to \$60, plus admission charge, for the privilege of sitting still all day to listen to a series of speakers expound on their formulas for greater sales and bigger commissions.

Certainly, the average agent can probably carry away from one of these meetings a nugget that some day may cinch a closing, but is this enough to justify sacrificing a day's commissions today? If, he instead turned to sales magazines, books and house organs for home reading, would he not then be free to spend a sales meeting day in the field where, from the standpoint of immediate income, he could do himself the most good?

Why, then, is he willing to forfeit a day's pay, plus box office fees, for something he could pick up in his spare time? Is it because sales hints are not the only benefits he can derive from a sales meeting?

Every life agent worth his salt is a self-starter. This is one of the basic axioms of the business. But every so often even the best agent has to go back to the gas station and have someone fill up the tank. The fuel he picks up at a sales meeting takes a variety of forms, and the sales tip is not the only one.

For example, there is his exposure to the successful men in the business. Most agents won't even be conscious of it, but they'll walk out of a sales meeting with an added prop to their egos—"If he can do it, so can I." In this sense, a sales meeting can often serve as a reinforcer of an agent's faith in himself.

Then, too, every personal producer, at one time or another has experienced what is commonly known as the "sales

doldrums." And, depending on his own standards of production, a week, two weeks, even a month may have gone by without a closing; his sales momentum has slackened; he needs some of that get-out-and-sell fire lit under him. Here, again, a well planned sales congress can be an invaluable aid.

And, finally, he renews that feeling of belonging to a business that provides a necessary service to the community and the attendant faith in the product of that business. An agent in the field, concerned primarily with the day-to-day hectic grind of making a living, can forget that one all-important factor in successful selling—belief in the product. If there is one thing that a certain kind of speaker can impart to his audience, purposely or unknowingly, it is this.

These are the sales meeting's hidden values for the life agent. They are rarely apparent to the casual viewer, and not always to the agent himself. But if the program is in proper balance, the benefits to the agent will make the \$40, or \$100 that he loses in commissions that day like small change.—W. M.

Personals

John H. Ehn, general agent at Hartford of Mutual Trust Life, was honored for 50 years' service at the company's President's Club convention at Hollywood, Fla. He was presented with an anniversary cake, a service pin by President Raymond Olson and an illuminated scroll from the board.

Edmund L. Zalinski, executive vice-president of Life of North America, in speeches before the Harvard business school club and the alumni luncheon club of the Wharton school of the University of Pennsylvania, discussed the life company's organization and development.

Stocks

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, March 24, 1959

	Bid	Asked
Aetna Life	244	249
Beneficial Standard	13½	14½
Business Men's Assurance	40½	41½
Cal-Western States	104	108
Commonwealth Life	24	25
Connecticut General	347	352
Continental Assurance	168	173
Franklin Life	76	78
Great Southern Life	86	89
Gulf Life	24	25
Jefferson Standard	93	95
Kansas City Life	1600	1625
Liberty National Life	57	59
Life & Casualty	21	22
Life of Virginia	51	53
Lincoln National Life	210	220
National L. & A.	115	117
North American, Ill.	17	18
N.W. National Life	97	100
Ohio State Life	320	340
Old Line Life	63	65
Republic National Life	72	74
Southland Life	125	130
Southwestern Life	142	148
Travelers	90	92
United, Ill.	36	39
U. S. Life	43	44
Washington National	59	63
Wisconsin National Life	96	106

Deaths

LAMAR C. JENNINGS, 53, district manager of Union Bankers at Jackson, Miss., died at his home.

MRS. CHARLOTTE LIPSKY, wife of Louis Lipsky, president of Eastern Life, died.

Form Group To Clarify Insurance Terminology

A commission on insurance terminology, designed to clarify and make more exact the language of the insurance business, has been formed by American Assn. of University Teachers of Insurance.

At the first commission meeting in New York, it was agreed the broad purpose was "to introduce, in an evolutionary way, greater clarity and exactness in insurance terminology."

Davis W. Gregg, president of American College, was appointed chairman of the commission.

NALU MIDYEAR

Concern Felt Lest Group Take Bulk Of Keogh-Law Market

MINNEAPOLIS—Considerable concern was expressed at the meeting of the field practices committee at the NALU midyear meeting here lest the group companies largely pre-empt the market among professional men and other self-employed individuals that would follow the passage of the Keogh-Simpson bill. The bill has passed the House and while it is given somewhat less than an even chance of passing the Senate, it is viewed as having an excellent chance of enactment next year. It gives the self-employed somewhat the same tax break that employees receive under qualified retirement plans.

The proposal was made that NALU ask the companies if they plan to write such business on a group basis. However, William H. Pryor, Connecticut Mutual, Wauwatosa, Wis., committee chairman, said "I have a feeling we've tiptoed around and it's time we should tell the companies what we want" instead of asking them.

Amends Draft Report

The committee amended its preliminary draft report considerably, mostly with respect to sections dealing with minimum deposit abuses. It eliminated the expression of opposition to issuance of policies having a "built-in" premium payment plan contemplating automatic borrowing to pay premiums. Deleted also were sections referring to situations when replacement might be considered to be in the policyholder's interest.

At the end of the section dealing with twisting and the formation of an insurance commissioners' committee to look into stricter controls, this language was added by the committee: "We also wish to emphasize the duty of NALU to cooperate in every way with NAIC to the end there will be more effective means of control."

The committee added to the report a suggestion by Roy Simon, Penn Mutual, Chicago, as a help to correcting replacement troubles. This would define the problem and the terms used, spell out the abuses, analyze what has been done toward correction by home offices, general agents, agents, and insurance departments, development of a genuine co-operative solution by the above groups.

15% Organization Expense Should Be Charged Only If Used, Illinois Rules

Attorney General Castle of Illinois, at the request of Director Gerber, has issued an opinion holding that it is not proper for a company in the process of organization to deduct from subscription proceeds the maximum allowable amount of 15% if this maximum, although authorized, is not actually used. The company is limited in its deduction to the amount actually expended for the purposes of organization, Mr. Castle says.

In his inquiry, Director Gerber noted that companies being organized have without fail deducted the 15% regardless of whether it was necessary to pay commissions and other expenses in the sale of stock or subscriptions.

The NATIONAL UNDERWRITER

*The National
Weekly Newspaper of
Life Insurance*

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Bickley Leaving OSU For U. Of Texas

John S. Bickley, professor of insurance at Ohio State University and well known to insurance men in all phases of the business because of his many activities affecting them, is leaving to become professor of insurance at University of Texas at the close of the present academic year.

A native of Bethlehem, Pa., Mr. Bickley received his bachelor's, master's and doctor's degrees from University of Wisconsin and has done additional graduate work at Columbia, Harvard and University of Chicago. While a student, he was an agent in Detroit for Massachusetts Mutual Life and in Madison for Lincoln National Life. His teaching career, which was interrupted by army service during the war, includes assignments at the University of Alabama, University of Wisconsin and University of Washington. He went to Ohio State in 1950 as associate professor and became a full professor in 1956.

Is Spark Plug Of Activities

Mr. Bickley is a member of the executive committee of American Assn. of University Teachers of Insurance and editor of the journal of that association. He is perhaps best known to insurance men for his work in promoting the annual insurance conference at Ohio State, involving all the major insurance groups in the state; as executive secretary of the Charles W. Griffith Memorial Foundation for Insurance Education at the university and as a director of the Insurance Hall of Fame there. Although he is officially listed only as "director" of the Hall of Fame, it is no secret that he has been the spark plug and the workhorse of this institution, as is the case with the other activities he has promoted.

Iowa Blue Cross Asked To Offer Over 65 Cover

DES MOINES—Iowa Hospital Association has recommended that its two hospital insurance companies make individual hospitalization contracts available to persons 65 years or older. The two Blue Cross companies, Associated Hospital Service of Sioux City and Hospital Service of Des Moines, presently provide coverage for persons 65 or older only through group classification with about 60,000 Iowans over that age now covered.

Iowa State Medical Society has announced plans for Iowa Medical Service to provide more medical benefits for persons over 65 who have limited incomes. Under their plan, a couple over 65 whose combined income is less than \$3,000 would be entitled to full coverage at a monthly cost of between \$4.50 and \$5.50.

Mutual Trust Life Makes Awards

Mutual Trust Life has named the 1958 winners of its highest award, the Edwin A. Olson Memorial achievement award. Agency winner was William Grof, Boston, and Frank Cole, Madison, Wis., was the agent winner. President Raymond Olson presented the awards at the company's President's Club and Old Faithful League convention at Hollywood, Fla.

Institute of Life Insurance has issued a report on its annual meeting held in December, which contains the full text of the audio-visual presentation, "Two Decades of Public Relations in Action."

Object To Credit Cover Rules In N. J.

New rules and regulations setting up standards governing issuance of credit life and A&S insurance in New Jersey drew praise and opposition at a public hearing at Trenton. The regulations were drawn by the insurance department under the terms of a bill passed last year and would become effective next July 1.

Chief opposition was to a table setting up standards for rates. The hearing officer, W. Harold Bittel, chief actuary of the department, said the standards could be changed upon application to the department, but the burden of showing the need for change would be upon the applying insurer. The new law is a duplicate of the model one drafted by National Assn. of Insurance Commissioners and now in effect in New York and several other states.

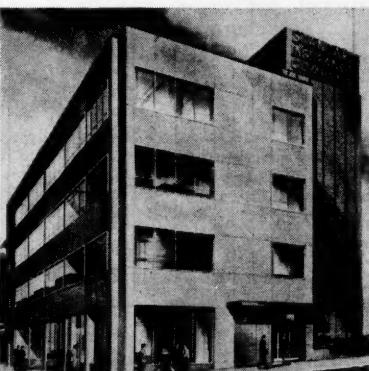
The proposed rules met their sharpest challenge from Ronald Roberts, Old Republic Life. He declared that the department had "far exceeded its authority" and the regulations "ignored the statute entirely." He questioned the credibility of the department's rates, adding that "we feel those figures are just a subterfuge and place a terrific burden on the insurer."

The burden of proof is placed on the insurer, and though his company is very much for the NAIC model bill, it feels that the department does not have the authority to set rate standards. He was joined in the protest by William Walsh of Consumers Credit Insurance Assn. and Edward Dunbar of Beneficial Finance.

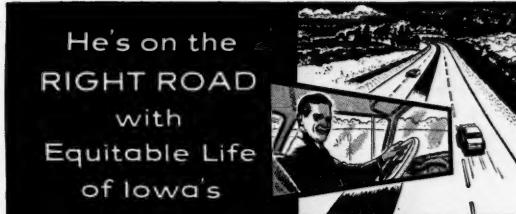
Under the proposed rules the monthly rates per \$1,000 would be \$1 for less than \$250,000; 85 cents for less than \$1 million; 77 cents for less than \$5 million and 69 cents for amounts over \$5 million.

Single premium rates were established at 35 cents for six monthly payments of \$250,000 or less, 64 cents for 12 payments; \$1.21 for 24 payments and \$1.76 for 36 payments. For less than \$1 million the payments would be 29 cents, 54 cents, \$1.03 and \$1.49; for less than \$5 million they would be 27 cents, 49 cents, 93 cents and \$1.35, and for \$5 million or over, 24 cents, 44 cents, 83 cents and \$1.21.

Mr. Bittel, after listening to 3½ hours of testimony, reserved decision and granted opponents five days to file briefs in objection.



The new office building at Portland of Standard of Oregon shown in the artist's conception above is under construction and is scheduled for completion Aug. 1. The building initially will have two stories and a basement, although it is designed for four stories. It will contain the home office agency and the Sabin and McCulloch agencies.



KEY TO BUSINESS SECURITY



Like the "Key to Security", the "Key to Business Security" is designed to help you do a better and sounder job of selling. It decisively dramatizes the business insurance needs of the sole proprietor, the partnership, the close corporation and the key man. It is one of many Equitable Life of Iowa's widely acclaimed sales aids designed to assist the Career Life Underwriter along the RIGHT ROAD.



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Anchell Terms Agent's Job A Good Career

(CONTINUED FROM PAGE 2)

success than his father had, if only because his company is more selective than it was in his father's day, and consequently he can take confidence from the fact that his company believes that he can succeed. In the old days when people bought from an agent they often felt they were doing him a favor. Today, however, the agent sells because he knows he is doing his clients a favor.

In this improved atmosphere, then, why should I hesitate at all in recommending this business to my son?

For one reason, because there are still some serious problems facing the agent in our industry, some of them as old as selling, and other problems just beginning to show themselves above the horizon. For a second reason, there are many "ifs" about a boy's personality, preferences and abilities

that ought to be answered in a father's mind before he recommends a step as serious as a choice of career. Let's look at the first problem first.

What about the company that has such a bad case of "volumitis" that it closes its eyes to practices that can only hurt the industry—and the reputation of its agents—in the long run?

Differing commission rates from company to company might well confuse a young potential agent who does not yet have the maturity to take an educated "look around" before he signs with a particular firm.

Some companies provide very little for their agents in the way of fringe benefits, such as provision for retirement.

Some companies do not yet provide proper recognition of their agents, or respect for their problems.

And there still is high turnover in our business.

Perhaps even more important than such consideration, however, will be your assessment of your son's capabilities and interests. Of course, if he is naturally retiring and shy, the fact that he will meet a great many people in his work will be a drawback. If he is gregarious, this same fact about selling will seem to him to be an advantage.

The fact that selling will sometimes reach into his social life might affect a young man's decision to go into life insurance. If he is filled with horror at the idea of approaching a friend with an insurance contract, and if he cannot overcome that feeling, he will probably not make a very good agent.

Must Feel Satisfaction

If he can feel great satisfaction in doing something for someone else, and at the same time be glad that he himself is profiting from it, he seems born to be an agent.

And then, even if you feel he has the intelligence, the inclination, the ability and the education to become a good agent, I feel that you must be able to see in him that spark that all really successful agents have. Give it any name you please, but to me it is made up of personality, drive, belief in his product, and confidence in himself. Those qualities are the ones that add up to the spark which lights the fuse for success.

Why Son Chose Agent Role

Now in spite of all the "ifs" I've cited, I'm sure you know what your own answer was to the question before the panel. I did want my son, Bob, to follow me in my choice of a career.

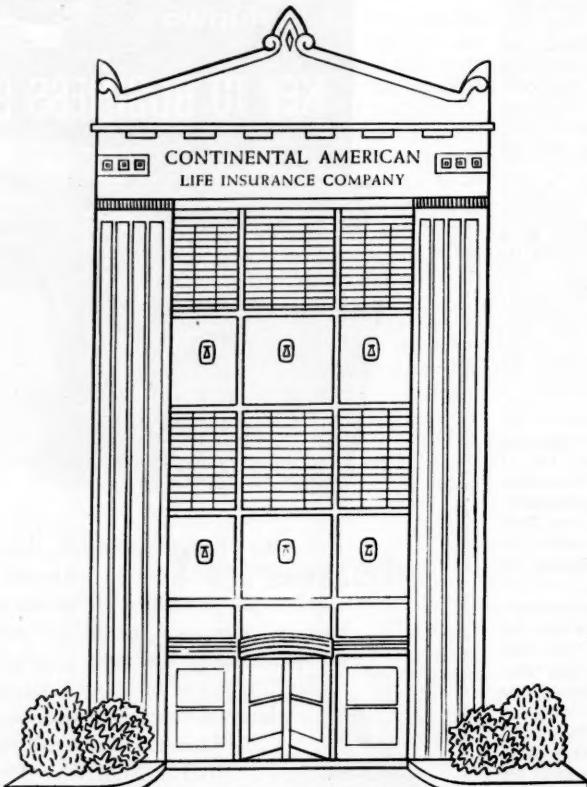
When he was still very young and expressed a desire to go into life insurance, I knew that he had no idea of what it really entailed. He did think he liked my way of life, however. He wasn't at the office, so he only saw me in action at the golf course or playing bridge or attending insurance conventions.

As he matured, however, I could see that he had the traits I considered essential for a good life insurance man. I did not want to try to sell him the idea of going into the business, but as long as he considered it on his own initiative I encouraged him to keep thinking about it.

Picked Same Agency

It was his own decision to sign a contract with my company in my office, rather than to go with another company on his own. After his graduation from the College of William and Mary as a psychology major, his determination was strengthened. Once his army service obligation was out of the way he returned as an active underwriter and is now in the process of studying for his CLU, and he is taking LUTC courses.

The young, new agents have a more secure future in our business today. My own son believes that his company's contract, which entitles him to a life income after 20 years, is a good one. He likes the idea of serving others while being well compensated for doing so. Most important, he is in his own business with practically no capital investment. His best investment is time, which he is learning to control.



CONTINENTAL AMERICAN, 1958—a year of performance and progress. A sound program of agency expansion coupled with continuing efforts to increase the diversity, usefulness, and saleability of our policies resulted in unprecedented growth both in sales and insurance in force. More clients were served more ably and effectively by the company's representatives in the field. Continuing active participation in individual training programs by Continental American field representatives, enables them to render the high type of insurance service today's market requires. These programs combined with ever-increasing financial strength make Continental American a fine company with which to be associated—in which to be insured.

Assets climbed to more than \$100,000,000 • insurance in force increased to \$450,000,000 • average size of new policy rose to \$16,434 • average policy in force went up to \$7,908 • payments to policyholders and beneficiaries set a new record of \$9,058,374, of which more than 70% was paid to living policyholders • more than 87% of new policies paid for in 1958 were for \$10,000 or more.

51st Annual Statement • December 31, 1958

ASSETS		LIABILITIES		
Bonds: U. S. Government.....	\$ 15,926,061.99	15.5%	Insurance and Annuity Reserves.....	\$ 87,281,845.00
Canadian Government & Provincial.....	796,864.84	.8	The amount which with interest and future premiums will pay all future benefits as they mature.	
State, County and Municipal.....	478,351.85	.5	Reserve for Unreported and Incomplete Claims.....	408,132.41
Utility.....	23,914,010.10	23.2	Prepaid Premiums and Interest.....	1,383,227.62
Railroad.....	300,826.71	.3	Policy Dividends Payable in 1959.....	1,665,548.48
Industrial.....	3,530,774.28	3.4	Employees Retirement Fund.....	890,665.00
Total Bonds.....	\$ 44,946,889.77	43.7%	Contingency Reserves Required by Law.....	* 453,706.00
Preferred and Guaranteed Stocks.....	1,771,568.00	1.7	Accrued Taxes Payable in 1959.....	540,000.00
Common Stocks.....	381,671.00	.4	All Other Liabilities.....	513,931.97
First Mortgage Loans.....	45,349,563.06	44.1	TOTAL LIABILITIES, EXCEPT CAPITAL.....	\$ 93,137,056.48
Home Office Property.....	570,576.57	.6	Capital Stock.....	\$ 1,304,700.00
Loans to Policyholders.....	6,510,614.64	6.3	Voluntary Contingency Reserves.....	1,200,000.00
Premiums Due and Deferred.....	1,635,668.00	1.6	Surplus.....	7,280,690.75 9,785,390.75
Cash and Bank Deposits.....	1,755,896.19	1.7	TOTAL.....	\$ 102,922,447.23
TOTAL.....	\$102,922,447.23	100.0%		

CONTINENTAL AMERICAN LIFE INSURANCE COMPANY
Wilmington, Delaware

March 28, 1959

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Tells What Company Does Wrong, Right

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thereafter. This change has had a salutary effect on their indecision."

Mr. Anderson said a third "wrong" was not being explicit enough in stressing exactly what had to be done by new general agents. "We are doing a better job of this," he said. "This is a key point. We fulfill to the letter the company's obligations. If the general agent doesn't do a reasonably good job, and on schedule, he knows the answer. It has to be that way."

Has Sensible Sales Program

In regard to what his company has done "right," Mr. Anderson said: "We believe we have put together a sales program that makes sense, that our field organization can understand and use. We think that it is complete, from basic packaging to advanced programming and estate analysis and that it utilizes the same approach, sales techniques and closing pattern throughout. We believe it will take a man step-by-step as far as his markets, ability and determination will permit him to go."

He went on to say that Guarantee Mutual's field organization in 1958, had 27 President's Top Club members, 53 Challenger and 87 Career Club members. The average full-time man's income rose almost \$2,000 per year in contrast with five years ago.

Mr. Anderson said Guarantee Mutual stays close to its men with the result that there is a reduction in turnover. Careful selection and prompt termination are standard policies because the record shows that it is the only way, he declared. He added that Guarantee Mutual has quit running personality contests—nothing but results count. Leadership is measured by volume, persistency and premium—with emphasis on premium and quality.

What Guarantee Mutual has done "best" is to "create a success atmosphere, provide motivation and set a challenging example that includes a high and growing proportion of top

earning career men," according to Mr. Anderson.

"We believe that we have emphasized the strong, respected position of the company, which points up the fact that here is a rare opportunity where income, permanence and personal pride of association are in a happy balance," he said.

Guarantee Mutual feels it has provided positive sales direction and defined the company's course. This, in turn, aids the agents in charting their own future with confidence that the company will not change direction, Mr. Anderson added. One of the greatest problems in business is communications and Guarantee Mutual feels it has made definite improvement in this area.

Mr. Anderson pointed out that Guarantee Mutual feels the weakest link in most company sales programs has been in training the trainer—the general agents. "We have made some progress here," he said. "We aren't satisfied, but we are pleased with our results in each year broadening the acceptance of our company program."

Pan-American Campaign Nets

\$4.5 Million First-Day Life Sales

Pan-American Life kicked off its president's month campaign with 494 life applications on the first day totaling \$4.5 million, plus 99 individual A&S applications and three group cases. Average size policy was \$9,000. First-day production exceeded last year's by \$1.5 million and 150 applications.

Texas Insurer Changes Name

Texas Empire L.&A. has changed its name to National Empire Life with its decision to expand outside of the state. There is no change in management or ownership.



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ABOUT
COVERAGE**

**LOOK AT THE
UNITED FAMILY BENEFIT
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- ONE uniform, low premium (\$25 per unit) adequately covers mother and children!
- Father simply adds each unit to basic United Life policy!
- Decreasing term on wife; level term (\$1000 per unit) on children!
- Insurance paid-up in event of father or mother's death!
- Conversion privilege!

PLUS MANY OTHER FEATURES—WRITE!!



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Overseas Territories Available.

Brokerage Opportunities Available.

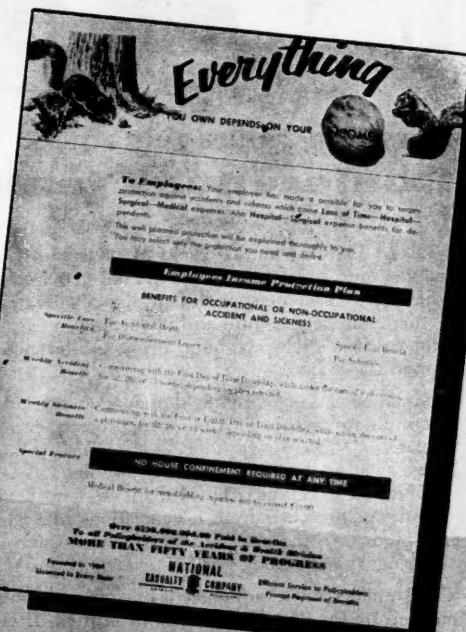
SELLING WORDS TO A BUYING PUBLIC

National Casualty is constantly creating improved sales aids that will help you—the salesman—produce a higher percentage of sales. Thus National's representatives get the most modern sales aids in offering the finest in Disability Income, Hospital and Surgical coverages for the Individual, Family, Franchise or True Group case.

Guaranteed Renewable Policies Available!

Establish and build your own Direct Agency—highly attractive agency appointments in select territories now available. Write today for full particulars—Address: Accident & Health Div., National Casualty Company, Detroit 26, Mich.

REMEMBER—IT'S EASIEST TO SELL THE BEST!



NATIONAL CASUALTY COMPANY

DETROIT 26, MICHIGAN

Forecasts Next Decade's Affect On Life

(CONTINUED FROM PAGE 5)

are currently selling two-thirds of the adult male policies and recruiting three-fourths of their agents, he said.

Mr. Wallace asserted that during the next ten years the life insurance market will be larger and will consist of more of the very young and more older people—plus large numbers of gainfully employed older women. He pointed out that about one-third of all workers are women and only 25% of

this total are single. Mr. Wallace predicted that there will be new markets in many places and opined that the west coast will have the greatest population increase. He went on to say that by 1975, three-fourths of the population increase will be accounted for by only 20 states.

"We are also experiencing a great money migration," said Mr. Wallace. "Money and spending power have mi-

rated from the top downward and spread in a way which is nothing short of revolutionary." He pointed out that a recent government report placed the average family income at \$5,000. He said that this indicates that a higher proportion than ever before has discretionary spending and saving power. Mr. Wallace stated that social security and group insurance are here to stay and may either boost or reduce the potential of some markets.

Needs provided for by life insurance will be of a more complex variety, demanding different appeals, during

the next decade, said Mr. Wallace. Different appeals will also be demanded by the changes in the nature of the population and in the social mores. To illustrate this point, Mr. Wallace pointed out that one of the most powerful appeals in the past has been that of preventing the need for a mother to work. He said that this is not going to hold much water for the man, who may well be typical, the mother of whose children is already working.

He observed that if inflation continues it will be apparent that life insurance must develop new appeals and new products to meet the difficulty. Mr. Wallace pointed out that sociologists and motivation research workers maintain that they have already detected a shift in the basic philosophy of people; a greater approval of the role of the pleasure of life, of the live-for-today-and-self concept. "If this is true," Mr. Wallace declared, "life insurance is going to have to change the products and appeals."

Mr. Wallace stated that there must be

Rule Variable Annuity Is Subject To SEC

(CONTINUED FROM PAGE 1)

panies act. In this way a variable annuity company could continue to be organized as a life company rather than an investment company, while meeting SEC requirements as to disclosure and supplying prospects with the specified form of prospectus.

While SEC regulation will unquestionably complicate the lives of variable annuity insurers, it may at the same time prove a blessing in disguise, said Mr. Crichton. It will enable variable annuity companies to make a sales point of being under both federal and state supervision. It should also lessen and perhaps remove the opposition that variable annuity companies have run into in getting state licenses, because local mutual funds and stock exchange firms can no longer contend that the variable annuity insurers have an unfair advantage in being exempt from SEC regulation.

The decision is expected to attract a number of mutual fund operators into the variable annuity field by starting variable annuity affiliates. Mr. Crichton said several big outfits were already making moves in that direction.

The SEC general counsel, as soon as the decision was announced, invited the variable annuity insurers to come to his office and "we'll see what we can work out."

Tex. A&S Men Elect

L. C. Cornelison, Old National, has been elected president of San Antonio Assn. of A&S Underwriters. Other officers are Ralph McCartney, Occidental Life of California, vice-president, and James Pearce, Mutual of New York, secretary-treasurer.

MEETING OF THE MEN FROM MIDLAND MUTUAL



For field management...

Conferences featuring the three big "I's"

Midland Mutual's annual Field Management Conference is a key meeting of key people . . . our general agents and other supervisory personnel. Our objective is to make this session genuinely helpful and rewarding to everyone who attends. That's why we build every Conference program around the 3 "I's":

Information . . . giving field management a complete, up-to-date picture on Company projects, products and plans.

Ideas . . . on successful agency-building . . . "how-to-do-it" ideas supplied by Midlanders who have done it and by specialists from organizations like LIAMA.

Inspiration . . . the kind of long-lasting inspiration which springs from a strong spirit of team work and fellowship.

The Management Conference is one of many plus benefits enjoyed by the Men from Midland Mutual. If you would like to know more, write Charles E. Sherer, CLU, Vice President and Director of Agencies. Ask about the FOUNDATION BUILDER program for new general agents.



THE
MIDLAND MUTUAL

LIFE INSURANCE COMPANY
256 East Broad Street, Columbus 16, Ohio

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Home Office Management Consultant and on How to Build a Sales Force or Sales Organization.

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more company specialization in markets than has been the case in the past. He said that more aggressive and thought-out decisions will have to be made by companies regarding their specialization in the market—among older people, females, high-income people—and some decisions will also have to be made about the product to be offered.

'58 Production Records Continue Favorable

BOSTON MUTUAL LIFE

Life sales of Boston Mutual Life in 1958 were \$84,701,000, up 14.6%, and ordinary sales were \$47,559,000, a 24.9% gain. Group life sales were \$13,592,000, a 22.5% increase. Life in force at year end was \$415 million, up 11.5%.

CITIZENS LIFE

Life in force of Citizens Life at year-end was \$29 million, up \$16.2 million. Ordinary sales in 1958 were \$4 million, a gain of \$10.6 million.

COMPANION LIFE

Insurance in force of Companion Life rose 16% in 1958 to \$189,696,311. Group increased 18.9% to \$140,415,050, and ordinary was up 8.7%. Ordinary sales amounted to \$17,455,651, up 2%.

LIBERTY NATIONAL LIFE

Liberty National Life insurance in force in 1958 increased more than \$150 million to some \$1.5 billion.

NORTH CENTRAL LIFE

New business of North Central Life amounted to \$58 million, bringing in-

surance in force close to the \$100 million mark. Income totaled \$3,067,000.

PRUDENTIAL

Prudential's Belleville, Ill., district agency, managed by George A. Flint, has been awarded the president's trophy for all around accomplishment in 1958. The trophy for districts opened in new territories went to Kingsport, Tenn., managed by Hugh C. Whelchel.

Aurele Blain, St. Lambert, Canada, and V. Rex Walton, Salt Lake City, ended the year in a tie for top agent honors. Each will receive a trophy.

The Kingsport district agency won additional honor as trophy winner among pioneer staffs and the Louis John staff, Steubenville, O., won the trophy for established staffs. Illinois region won the regional trophy.

Although a trophy is not awarded for regional home office performance, the leader in all around accomplishment is named. Chicago regional home office won the honor for the third consecutive year.

Pioneer Mutual Reaches

\$100 Million In Force

Pioneer Mutual Life has reached the \$100 million in force mark. Assets have increased to more than \$24 million and total benefits paid are in excess of \$33 million, not counting more than \$4 million in A&S and hospital claims. Insurance in force has almost doubled in the past 10 years.

Midland Mutual Life has presented Herman O. Tice, general agent at Columbus, O., a diamond pin commemorating his 40th year with the company.

Minimum Deposit Rules Stir Reaction

(CONTINUED FROM PAGE 1)

deposit plans to prospects who should not be buying them.

Some readers have wondered why section 2 of the proposed rules refers to plans which provide for "discriminatory" first-year loan values, though such policies would be withdrawn from the market after July 1, 1959. The answer is that the July 1 prohibition would apply only to policies issued for delivery in New York state.

Could Be Delivered Elsewhere

Even though a policy had earlier cash values than other comparable policies issued by the company, it could still be issued for delivery outside of New York state. However, section 2 affects all business, wherever delivered, because it involves section 213, the expense limitation portion of the insurance law.

While it does not directly restrict commissions, it could have the effect of doing so, because the section specifies that "first year premiums received" on high early cash value policies would be construed as being equal to the

gross premium less any loan made before the end of the first policy year, in figuring the margins under the total field expense limit, first-year field expense limit and total expense limit of Section 213.

The preamble to the proposed rules, which was not included in last week's account, indicates that the department takes a very serious view of what it regards as minimum deposit abuses and is out to curb them with whatever measures within its powers are needed to do the job. The department announcement stated that the proposed rules "are designed to safeguard the interests of the public in maintaining life insurance protection and to require certain insurers and agents to desist from engaging in unfair methods of competition and unfair and deceptive acts and practices."

Elmer G. Leterman, New York broker, has been named group salesman of the year by Mutual Benefit Life at presentation ceremonies during a luncheon at the home office.

The Man Who Thinks For Himself

will consider

N·F·L

ANY THINKING MAN KNOWS he'll move with a company on the move and National Fidelity Life is very much on the move! So consider your present position and then check the possibilities offered by a dynamic company, one of the nation's strongest by any standard of comparison. See if there isn't a place for you in this growing organization. And when you think of your success, think of NFL.

- NEW N.F.L. EXTRAS
- Quantity Discount Premiums
- Reduced Rates to Females
- Option-to-Buy Rider

★ **NEW POSITIONS** are now being created for Salaried Supervisors and General Agents.

★ **LIBERAL CONTRACT** offering you top commissions, salaries, incentive bonuses and expenses.

★ **FULL LINE** of policies giving you unlimited flexibility in Life, Accident and Sickness, Hospitalization, Group and Wholesale. Both Par and Non-Par.

★ **SERVICE** available to you at all times in any area will be friendly home office assistance.

If you are a thinking man, write today to Vice-President Wylie Craig or Bennett Taylor, Dept. NU 39.



National Fidelity Life

INSURANCE COMPANY

W. Ralph Jones, President

Kansas City 6, Missouri

1002 Walnut

One of the Nation's Strongest by Any Standard of Comparison

Is It True What They Say...?

...what they say about Group insurance being a good source for Ordinary sales?

We asked Robert E. Watson, Sr., who has represented Occidental 25 years in the San Francisco Bay district and has qualified 15 times for the Million Dollar Round Table.

Mr. Watson records at least \$3,200,000 of ordinary sales from his Group cases in recent years which partly explains his repeated MDRT membership.

If you have notions about selling a million a year and need some notions on how to do it, let us talk to you about the Group insurance route to Ordinary sales—still open and carrying a heavy traffic in Occidental.

And if you're in doubt whether Group is really for you, write now for a copy of "False Impressions"—or call your nearest Occidental office. You'll get some new impressions.

Occidental Life
INSURANCE COMPANY OF CALIFORNIA
Home Office: Los Angeles / W. B. Stannard, Vice President

We pay Lifetime Renewals...they last as long as you do!

Home Office Changes

Equitable Society

Promotions in the policy issue and service department are Harry F. Nees, from departmental superintendent to associate manager; Joseph S. Basel, from superintendent, index and information division, to superintendent, policy division; Paul H. Gardner, from assistant superintendent to superin-

tendent, index and information division, and Frank X. Rathgeber, from supervisor to assistant superintendent, index and information division.

New England Life

Elected investment officers are Howard A. Williams, administrative assistant in the office of the president;

David A. Burr, researcher and analyst in the securities department; Cameron Ives and Francis Ahern, security analysts. Named security analyst is Thomas O. Stratton, who joined New England Life in 1956. Assistant medical directors appointed associate medical directors are Dr. Arthur E. Brown and Dr. Frank I. Pitkin.

Western Life, Montana

John Dole has joined the company as regional manager to take charge of the new group department, and Edward

Schelling Jr. has been named group claims manager. The former was for six years assistant group manager for Washington National at Spokane, and the latter was A&S claims department examiner for St. Paul F.&M. Both men will make their headquarters at Helena.

Great Southern Life

Herbert A. Winters has joined the company as vice-president. In the business more than 30 years, he has been with Canada Life and Lincoln National and was most recently executive vice-president and a director of National Old Line Life. He is a member of Society of Actuaries.

John Hancock

Richard O. Aldrich, assistant counsel since 1955, and Robert Shea, assistant counsel since 1956, have been named associate counsel in the law department.

Canada Life

J. B. Walker, formerly an associate actuary, becomes group secretary; D. J. McCordie has been appointed group underwriting officer, and J. N. Laing assistant actuary.

Paul Revere-Mass. Protective



Eric H. Evans has been named Canadian supervisor of agencies at the head office in Hamilton. He has been a supervisor at Athol, Mass. since 1957.

Eric H. Evans

W. O. W., Omaha

John B. Cobb Jr., head consul of the Tennessee camp, has been named a director. His father was the late national treasurer. Charles W. Goodwin has been advanced from watchman to auditor, and Barrington T. Hill from sentry to watchman.

Jefferson National Life



George C. Miller has been appointed director of training. He was formerly an assistant agency manager for Mutual of New York.

George C. Miller

Northeastern Life

Delbert Dumont, vice-president and director of agencies, has been elected a director. He has been vice-president and a director of Union National.

SOUTHWEST INDEMNITY & LIFE has elected Jess Sanders of the investment banking firm of Sanders & Co. and Lee Cannon, retired senior vice-president of Western Life, to the board.



Kansas City Life believes that ours is a Proud Heritage.

For the past 64 years, our policyholders have had confidence that their future financial security was assured by Kansas City Life. We enter our 65th year with a firm belief in the future based on this Proud Heritage of the confidence of our policyholders.

There are intangibles that cannot be shown on this statement, but are important assets to Kansas City Life policyholders. Confidence of our policyholders, integrity of our agents, loyalty of our employees and our uncompromising devotion to the primary interest of our policyholders in all of the Company's business and affairs are such intangible assets.

HIGHLIGHTS OF OUR 1958 OPERATIONS as of December 31, 1958

Insurance in force (as of December 31, 1958).....	\$1,320,096,526
Paid to Policyholders and Beneficiaries during 1958.....	\$ 20,482,793
Legal Reserve for future payments to Beneficiaries Increased by.....	\$ 13,754,385
Company's Capital, Special Contingency Fund and Unassigned Surplus (Ten per cent of the Company's total assets as of December 31, 1958) Increased to a total of.....	\$ 37,448,171

KANSAS CITY LIFE INSURANCE COMPANY

Represented in 41 States and the District of Columbia
Home Office/Broadway at Armour/Kansas City, Missouri

Changes In The Field

New England Life

C. Allen Hopkins, general agent at Montgomery for the past 27 years, will relinquish his management responsibilities April 1, to devote his time to personal production. He entered the life business in 1911 and is past president of Montgomery Life Underwriters Assn. and Alabama Life Underwriters Assn.



C. Allen Hopkins

Prudential

Leonard J. Pilarski, associate manager at Pittsburgh, becomes manager to succeed Harry W. Welton, who will head the brokerage division.

Vincent Trocchio, manager at the Somerville, N. J. district agency since 1954, has transferred to New Brunswick.

Equitable Society

Unit managers appointed are George A. Banton, Covina, Cal.; J. Edmund Williams, San Rafael, Cal.; Donald De-Carl, Chicago; John C. Thomas, Middletown, S. D.; Charles Benhayon, Philadelphia, and M. Howard Orpen, Merchantville, N.J.

Federal Life

William Clafin has been appointed group representative in the east, the first group man on the Federal Life staff outside the home office. Mr. Clafin will have headquarters at Philadelphia with the Mitchell-Lehner agency.



William Clafin

Mutual Trust Life

William S. Halprin, formerly a district manager for Manhattan Life, has been appointed general agent at Paterson, N. J., by Mutual Trust Life. He is a board member and membership chairman of Rockland County Life Underwriters Assn.

Michigan Life

The Erlsten agency of Canton has been made manager in Ohio of Michigan Life and will appoint agents throughout the state. Richard F. Duncan, vice-president of the agency, will head the life and A&S and group departments managing the Michigan Life program.

United States Life

Richard A. DiLoreto has been appointed general agent at Jamaica, N. Y. In 1948, he was appointed vice-president of the City agency, insurance brokers, and in 1949 he formed the Rubicon agency.

Western Life, Montana

Elwood N. Chambers has been named superintendent of agencies for southern Florida and James P. Warren for northern Florida and southern Georgia. The former will head-

quarter in Miami and the latter in Jacksonville. Mr. Chambers was formerly a manager for American General Life, and Mr. Warren was a general agent for nine years in Jacksonville for Pan-American Life. Before that he was with Lincoln National Life.

Continental American

Ephraim Baker has been named general agent at Williamsport, Pa. He has been district manager of Penn Mutual and is a past president of West Branch Life Underwriters Assn.

National Life Of Vermont

Leo C. Lob has been named general agent at New Orleans. He is a past president of New Orleans Life Underwriters Assn. and Louisiana Life Underwriters Assn.



Leo C. Lob

Life Of North America

Laurence D. Bredwell, former assistant manager at Philadelphia, has been named manager at Chicago, and John B. Loveland becomes assistant manager. Mr. Loveland has been brokerage manager of Manufacturers Life at Chicago.

Louis Mey Jr. has been appointed group manager at New Orleans. He has been group representative of New York Life and before that was assistant regional manager of Occidental of California.

State Mutual Life

Paul F. Clark has been appointed group manager at Los Angeles. He has been assistant regional group manager of Bankers Life of Des Moines, and before that was with Pacific Mutual.

Home Life Of New York

Donald M. Moyle, former group field assistant, has been named district group manager at Detroit. He joined Home Life in 1953 as a management trainee in the group department.

Connecticut General

James S. Skipwith, assistant district group manager at Pittsburgh, has transferred to Indianapolis.

Massachusetts Mutual

John B. Allison, former manager of the group underwriting division, has been appointed district group representative at Chicago.

Old Republic Life

Irwin A. Cohen has been appointed an agent with the K.F.S. agency at Far Rockaway, N.Y.

Monarch Life

Hugh O. Chitwood, former general agent at Des Moines, has been appointed midwest regional manager, and R. Wayne Chamberlin, general agent at Columbus, O., succeeds Mr. Chitwood at Des Moines. Dale E. Larison and Donald L. Olsen, former supervisors at Des Moines, become general

agents at Davenport and Sioux City, respectively. Also named general agents are John U. Anderson at Waterloo and Frank D. Grote at Omaha. Mr. Anderson joined Monarch at Des Moines in 1957, and Mr. Grote, also of the Des Moines agency, has been with the company since 1951.

Guardian Life



James J. Henry

James J. Henry has been named general agent at Louisville. He entered the life business in 1951 and has been an agent of Northwestern Mutual.

Samuel Marco Named To National Life Of Vermont Leading Producer Post

Samuel Marco of the Hodes agency at New York, by reason of his 1958 production record, has been appointed president of National Life of Vermont's President Club. Other officers, ranked according to production, are Warren H. Bearden Jr., Dillon, Atlanta, 1st vice-president; Noah S. Andrews, Johnson, Chicago, 2nd vice-president, and William W. Frederick, Dillon, Atlanta, secretary.

Eighty club members, nearly twice last year's number, each produced over \$1 million in paid business. Membership in the production club grew 72% to 275 agents.

Thirty-seven agents attended Connecticut Mutual's 60th home office career school at the home office. The school is operated by the education and training department under Horace R. Smith, assistant agency vice-president.

ARE YOU AS SUCCESSFUL AS YOU WANT TO BE?

BE YOUR OWN GENERAL AGENT!

Postal's Agency Expansion Program provides an unusual opportunity for the qualified man

IF YOU ARE

... currently writing at least a half million dollars annually

... a potential executive—or have had previous experience as an agency supervisor or an assistant manager

... located in Connecticut, Delaware, District of Columbia, Illinois, Indiana, Maryland, New York, Pennsylvania or Virginia

POSTAL OFFERS YOU

... an effective and unusual program for securing business for your agency.

... a fully integrated development program including Home Office indoctrination, frequent agency visits, annual conferences, agency conventions and management schools.

... the prestige of a 53-year-old New York company whose complete line of highly competitive contracts plus sound and liberal underwriting has helped its agents break all sales records in 1958.

GET THE COMPLETE POSTAL SUCCESS STORY...

Find out what opportunities await you as a Postal General Agent! Write today—in complete confidence of course—to Donald L. Smith, Director of Agencies.



POSTAL LIFE
Insurance Company

GEORGE KOLODNY, President

511B FIFTH AVENUE, NEW YORK 17, N. Y.

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

MICHIGAN STATE MANAGER WANTED

State Manager for Michigan required by life insurance company established in 1897 having competitive policies and one of the best contracts for representatives available anywhere.

If you are between the ages of 30 and 45 and have had successful life insurance experience you are invited to inquire without obligation about the excellent income offered, pension benefits, background of the Company, etc.

Reply giving details of age, marital status, health, experience, etc. Our Michigan organization is aware of this ad. All replies confidential. Address Box F-31, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

UNUSUAL OPPORTUNITY. Life company in New England needs a successful young producer to work closely with agency officers in continued development of college graduate recruiting and training program. Also opportunity to participate in agency supervision. Some travel. Salary commensurate with experience.

Reply Box F-38, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE UNDERWRITER LIFE INSURANCE

SUN LIFE INSURANCE COMPANY OF AMERICA

Our Company—with more than \$500,000,000 insurance in force and with assets over \$100,000,000—seeks an experienced young man (25-35) looking for an opportunity to integrate in the Ordinary underwriting of an established and expanding Company. . . . The position? To understudy top management of the entire department. The opportunity? To meet a challenge of excellent potential. The salary? Based upon qualifications. Write in confidence; give complete résumé, with photo, to: Director of Personnel, Sun Life Building, Baltimore 2, Maryland.

Home Office REGIONAL SUPERINTENDENT

Well established midwest Life Company entering expansion program, now interviewing men capable of Recruiting, Developing and Supervising new agencies. Prefer a man acquainted or residing in Ohio. Substantial salary, liberal overwriting and expenses. Replies held in strict confidence. Send complete résumé to Box F-5, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Wanted to Buy

Controlling interest in small life insurance co. Must be at least 10 years old. Replies held in strict confidence. Brokers Protected.

**Sanford M. Lampl, Esq.
Law and Finance Bldg.
Pittsburgh, Penna.**

INSURANCE COMPANY WANTED

Ordinary Life preferred but will consider other. Minimum 50 million outstanding. Must be controlling interest. Principals only. Reply Box F-24, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AGENCY VICE PRESIDENT

Dependable, qualified and capable. Available May 1. Write Box F-35, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Charge Discrimination At Tax Hearing

(CONTINUED FROM PAGE 1)

companies. He was bitter about what he called the discrimination in favor of large mutual companies, saying: "We know it is not the intention of our Congress to kill the stock companies and feed their meat to the giant mutuals; therefore, we were shocked to learn of the success of a willful few of the giant mutuals whose counsel and advice were used to frame the provisions of HR4245 so that it would be a legal weapon for destruction of their smaller competitors, especially the stock companies."

He summarized NALC's objections to the bill thus:

1. It abandons the well established and proved principle of taxing each segment of the industry in the same

IT'S WONDERFUL TO LIVE IN THE SOUTHWEST

Not only is it a nice country to live in, but you can grow with the growing West. This is an Arizona Company that has shown a successful pattern of growth and financial stability that is now expanding into adjoining states.

MANAGER TRAINEE

We are looking for a man with a successful personal production record in Life or Hospitalization that desires to become a manager. Additional compensation will be provided over and above the usual agent financing during management training period.

As a manager you will be eligible to participate in our Profit Sharing Plan and other benefits. This is a Company that provides the financing to the agents you will be hiring and training, as well as yourself.

If you are interested, so that we may give you further information, please advise us as to your age, experience and production records. All information will be confidential and a personal interview will be arranged. Please contact E. F. Bussin, C.L.U., Agency Vice President, The H.B.A. Life Insurance Company, Alpine 8-4888 or First Street at Willetta, Phoenix, Arizona.

EASTERN MASS. OPPORTUNITY

WANTED—Life man to take full charge of new insurance general agency. Exclusive representation entire Eastern Mass. of aggressive up to the minute well established Canadian Life Co. Primary job to contact brokers. Unlimited opportunity and substantial earnings here for right man. To arrange for interview write Box F-32, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill. All replies strictly confidential.

RESIDENT SUPERINTENDENT OF AGENCIES AVAILABLE FOR YOUR DIXIE OPERATIONS

About July 1st
Sound background and work history in supervision of established agencies and in agencies development. Desire regional direction of medium or larger company, or post in small or larger life affiliate of fire-casualty co., as can handle the responsibility. Under 44. Write in absolute confidence to Box F-34, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

MICHIGAN SALES

Agents sales contract available which for the right man could develop into a management position. If you prefer advantages of a Multiple Line insurer, write to: Employment Manager, Nationwide Insurance Company, 246 No. High St., Columbus, Ohio. Replies confidential.

way.

2. It imposes a tax on stock companies which is not required of mutuals.

3. It attempts by indirection to tax state and municipal bond interest.

4. It grants tax freedom to the investment income from large pension funds, giving another tax advantage to the giant companies that are the only ones qualified to do such business.

5. It imposes a tremendous and sudden tax increase on the industry as a whole.

6. It involves a tax measured by dividends to stockholders, imposing limitations and restrictions on management which are undesirable and may form a precedent spreading to other industries.

7. It limits and restricts stock companies—but not mutuals—from building surplus for the greater protection of policyholders.

8. It will drive capital from the industry.

Scott W. Lucas, former Senator from Illinois, appeared on behalf of Western National Life of Texas, a writer of credit insurance. He argued that the bill would seriously discriminate his company because it is affected by the "discriminatory features aimed at the specialty companies."

Hits Only 'Certain Companies'

Mr. Lucas said the bill does not discriminate against the credit life business as such, but rather against "certain companies" that are specializing in this coverage.

"Any gain that may accrue from the underwriting of credit life insurance may be taxed at one rate in a mutual company, possibly at a higher rate in certain stock companies, and at still higher rates in a so-called specialty company," he said. "Indeed, in some cases, such gains bear no tax at all in the hands of the first two classes of companies. In practice, however, such gains will always be taxed in a company which in its infancy writes predominantly but one type of life insurance—credit life insurance."

The hearings had to be extended an extra day to accommodate the great number of witnesses who wanted to be heard.

Arthur Milton Elected President Of Postal Life's GA Association

Arthur Milton, general agent at New York, has been elected president of Postal Life's General Agents Assn. for the fourth time in nine years. Other officers elected are Joseph P. Smith, White Plains, N. Y., vice-president; Dominick Dragonetti, New York, treasurer, and Jule J. Roseman, New York, secretary.

New York Life Expands College Grant Program

New York Life has significantly expanded its college grant program. Originally, the program, begun in 1951, was restricted largely to furthering life insurance education at the collegiate level. It was also designed to assist universities and colleges in the development of teaching life insurance subjects.

Under the new expanded program, New York Life will also make grants to each of the 40 states and regional groups affiliated with the Independent College Funds of America. These unrestricted grants will, in turn, provide financial assistance to 655 public, private and parochial colleges and universities throughout the country.

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Apparently enjoying the first day sessions of the LIAMA agency management conference are, from left, Clyde J. Summershays, Beneficial Life; S. Rains Wallace, LIAMA director of research, and Glen Wallace, Great American Reserve.

New members of the LIAMA agency management conference committee elected at the meeting in Chicago are, from left, Charles E. Sherer, Midland Mutual; J. D. Anderson, Guarantee Mutual; and Bernard S. Lyon, Pan-American Life.



Photo Record Of LIAMA Chicago Conference

At the agency management conference are Lewis W. S. Chapman, LIAMA director of company relations (left), and Max S. Bell, Continental American Life.



Attending LIAMA's agency management conference at Chicago are, from left, Norman T. Carson, Central Standard Life, and Homer D. Parker and William R. Davis III of Commonwealth Life.



Canadian members of LIAMA attending the agency management conference are from left, D. C. Moat and Howard Moffat of National Life of Toronto, and M. K. Kenny, Excelsior Life, who is the new conference chairman.

Former LIAMA consultants attending the agency management conference last week at Chicago are, from left, Stuart C. Ferris, Security L&A.; Stanford Y. Smith, Liberty National; and Sam G. Shackelford, Lamar Life.



Playing prominent roles in the agency management conference of LIAMA at Chicago were, from left, E. A. Frerichs, Security Mutual of Nebraska, president of LIAMA; M. F. Browne, Occidental of North Carolina, outgoing conference chairman; and J. Harry Wood, LIAMA managing director.

"Insuring Insurability"

"Insurability Insurance"

"Guaranteed Purchase Option"

No matter what name you give to this exciting new coverage, we at Bankers Life Company are proud to have introduced it. We are equally proud of comments in the insurance trade press like: "We believe Bankers Life has started one of the most important merchandising trends in the life insurance business . . ."

We appreciate also comments in publications outside our industry like: ". . . it takes courage to initiate an insurance venture of this kind" in an advertising publication, or a major metropolitan newspaper commenting in an editorial on this new insurance idea: "Bankers Life has long been known as a progressive, pattern-setting firm in the insurance business."

Yes, alertness to changing times and needs has marked Bankers Life as "The Company That Fits The Need" as we have pioneered other coverages like the "Wife Protection" rider . . . Group Permanent Life . . . Widow's Pensions . . . and Deductible H&S Plans. Do you wonder that Bankers-lifemen are proud of the Company they represent?

BANKERS Life COMPANY
DES MOINES, IOWA

March 28, 1959

LIFE INSURANCE EDITION

31

Gives Formula For Leadership: Challenge

(CONTINUED FROM PAGE 6)

agent for the company," he said. "We undertake to have him believe it and his wife believe it. We place responsibility. It is our job to see that he has an acceptable answer to each recurring phase of selling. He is encouraged to improvise by intent, and not by default. It is his job to find his market with the techniques he has been taught and to come to grips with men about the problems that insurance will solve.

"In a word, he must work and we drum into him that success is no gamble for those who travel the same route. It's a repetition. We put him on probation if he doesn't do his part. We inquire regularly whether we are doing our part."

Commenting on the agency's record-breaking production, Mr. Murrell said he and his brother published eight objectives. Posters were spotted around the agency.

The objectives were to lead the company, win the "duel" (company sales contest), have most MDRT men, have most new MDRT men, have all MDRT men of 1957 repeat in 1958, have the largest increase, have more National Associates (top company club) and have more in the first 100 agents.

"The agency reached all of these objectives," said Mr. Murrell. "What conclusions do we draw? What have we learned?

"1. If you want six MDRT men, get three. If you want 12, get six. If you want 18, get nine.

"2. Place responsibility. Ours—an answer to each recurring phase of selling. His—work.

"3. If you want leaders, select leaders and train them early because they will not follow for long.

"4. Run the agency for the agents. We fired a good cashier because she didn't get along with the agents. Train assistants to get up and get out if an agent comes to the door. Train home office men to do likewise.

"5. Believe, from the first day, that your new man is MDRT timber and make him believe it. The Bible says: 'Faith, hope and charity, and the greatest of these is charity.' Not in agency management, unless we want to go broke. Hope? Not unless we want to substitute it for success of our men and our success and back up that hope with our charity. The greatest is faith. We can point to a management man—intelligent, loyal, industrious, but he lacked faith in men and he failed to bring men through to success.

"6. Believe that selling life insurance is a good job—worthwhile and with money rewards for a good life. One agent took 11 vacations last year. You will have trouble keeping supervisors and your agents will feel sorry for you, but we can live with that.

"7. Have an Analograph (programming device) agency or some set plan of selling so that you can measure like units of effort.

"8. Encourage men to have secretaries. Our men have 14, and pay for them.

"9. Encourage the men to run the office—share their successes, pass on new associates—questionnaires as to what they want at agency meetings—congratulate another's success.

"10. And last, but by no means least, I say get yourself a brother like Wey Murrell."

Citizens Life of New York has been licensed in New Jersey.

ACTUARIES

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CONSULTING ACTUARIES
= AND =
INSURANCE ACCOUNTANTS
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332 S. Michigan Ave. Chicago 4, Ill.
Telephone WAbash 2-3575

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New York 17, N. Y.

Lenard E. Goodfarb, F.S.A.
Consulting Actuary
Market Street National Bank Building
Philadelphia 3, Pa. Rittenhouse 6-7014

HARRY S. TRESSEL & ASSOCIATES
Consulting Actuaries
Insurance—Pensions
10 South La Salle Street
Chicago 3, Illinois
FRanklin 2-4020

**Agent's Responsibility Is
'Most Exacting' GAs Told**

The agent has a "most exacting responsibility" in helping his client to meet the multiplicity of needs in individual insurance situations, William F. Ward, vice-president-underwriting, told Mutual Benefit Life's general agents association at its annual meeting at the Boca Raton (Fla.) Club.

"The design of the most effective life insurance solutions to meet individual needs involves professional attention to the situations to be met, the financial means available and the technical planning to secure advantageous tax consequences," Mr. Ward said. "This places the most exacting responsibility on our agents, not only to design a sometimes intricate program to solve their client's problem but also to make absolutely sure that the function of the recommended life insurance is completely understood. This is most difficult in personal cases involving individuals who have no personal accountants and lawyers to join in the creation of their program. But it is basic that every policyholder should understand exactly what he

**Prestige Makes Selling
Easier, Tex. Agents Hear**

The agent who has acquired prestige will find selling comes easier, Robert J. Tiffany, Equitable Society, Abilene, told members of San Antonio Life Underwriters Assn.

This prestige is a by-product of services rendered to clients and to the community, Mr. Tiffany said. When the new man is asked to participate in civic work, he has the opportunity to build prestige through conscientious and intelligent work. He said his objective was to make himself so well known that his client will consult him when another agent approaches with a good idea.

has when he takes a life insurance policy."

Mr. Ward mentioned various criticisms of "abusive selling of life insurance." Such criticism, he said, is an indication of what is expected from the life insurance industry and its representatives. The agent is expected to demonstrate "absolute dedication" to the highest principles of service to the public, Mr. Ward declared.

memo to home
office executives

**One Good Way To Keep
Good Agents Happy**

We believe a good agent is happiest with the company best able to accept all the business he has worked hard to get. No company likes to turn business away, or disappoint its producers, by rejecting substandard applications. And it's often unnecessary, because many "borderline" cases can be successfully written, if the company gets the right underwriting help and gets it in time. This is precisely what North American Reassurance Company provides.

We are in life reinsurance exclusively, with hundreds of life company clients depending upon us for superior underwriting assistance. Because of our unusual depth of experience in underwriting substandard business we are usually able to determine immediately whether or not a difficult case can be successfully written. Of course, we will share the risk or even take it all, if desired, at the lowest rate obtainable commensurate with sound underwriting. We can do the same for you and your agents.

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